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1954

OF THE UNIVERSITY  
OF ALBERTA

20. MAR 1955

# TENTH ANNUAL REPORT

of the

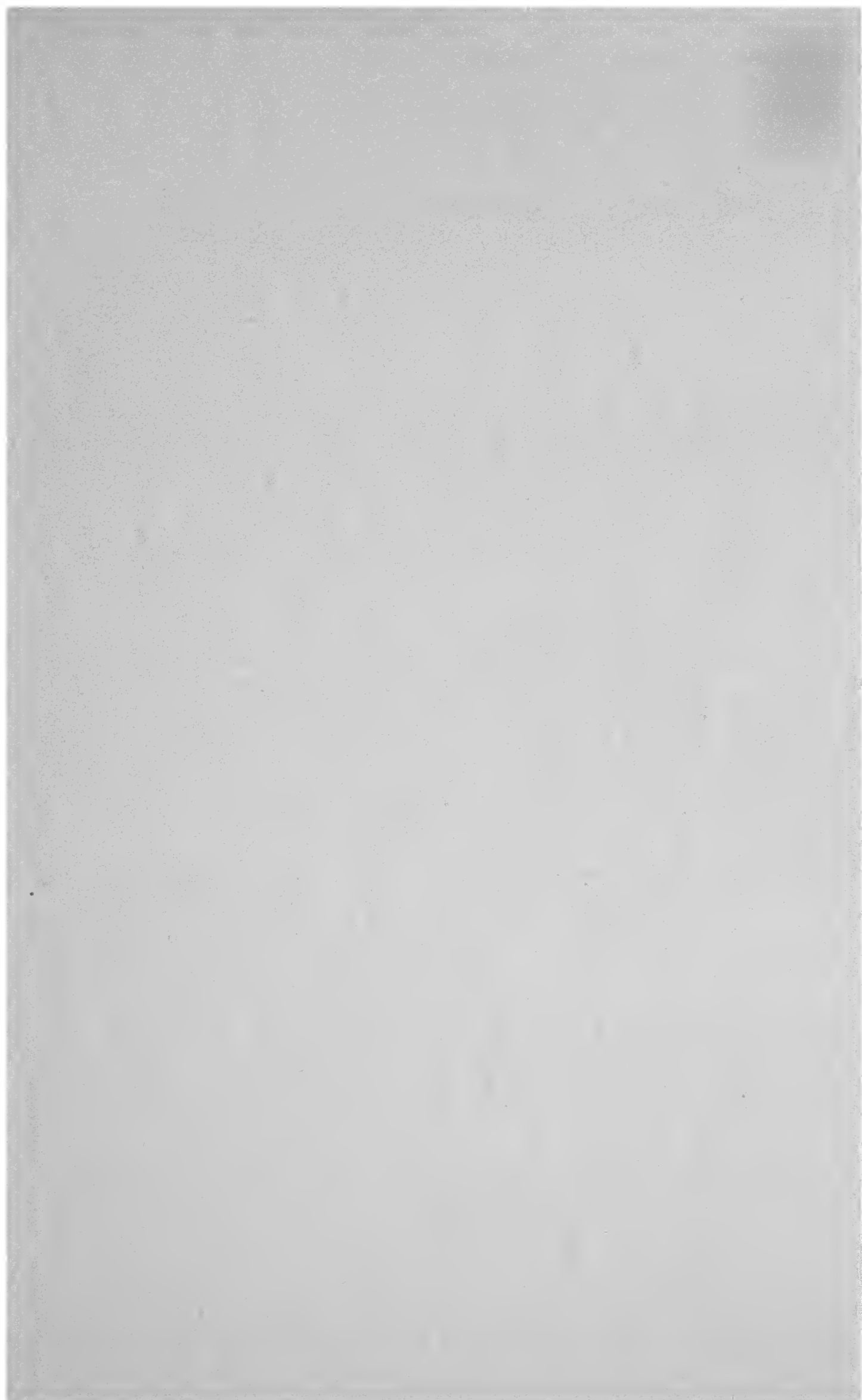
## DEPARTMENT OF ECONOMIC AFFAIRS

1954



GOVERNMENT OF THE PROVINCE OF ALBERTA

EDMONTON



TENTH ANNUAL REPORT  
OF THE  
DEPARTMENT OF ECONOMIC AFFAIRS  
OF THE  
PROVINCE OF ALBERTA  
1954

CONTENTS

	Page
Minister's letter to Lieutenant Governor . . . . .	1
Deputy Minister's letter . . . . .	2
List of Branch Heads . . . . .	5
Alberta House . . . . .	6
Cultural Activities . . . . .	7
Film and Photographic Branch . . . . .	13
Industrial Development Branch . . . . .	16
Immigration Branch . . . . .	24
Publicity Bureau . . . . .	27
Public Relations Office . . . . .	30
Rental Control Board . . . . .	31
Southern Area Office . . . . .	32
Travel Bureau . . . . .	33

Appendix: Report of the Geographic Board  
of Alberta.

(1)

Edmonton, Alberta.

To His Honour,  
J. J. BOWLEN,  
Lieutenant Governor of the Province of Alberta.

Sir:

I submit herewith the Report of the Department  
of Economic Affairs for the year ending December 31st, 1954.

I have the honour to be, Sir,

Your obedient servant,

A. J. HOOKE,  
Minister of Economic Affairs.

February 14th 1955

February 7th, 1955.

To The  
HONOURABLE A. J. HOOKE,  
Minister of Economic Affairs,  
Edmonton, Alberta.

SIR:

I have the honour to submit herewith the tenth annual report of the Department of Economic Affairs for the period from January 1st to December 31st, 1954, in accordance with Section Nine, The Department of Economic Affairs Act, Chapter 2, S. of A. 1945.

While some disadvantages were experienced in 1954, in our provincial economy, Alberta's overall progress continued to be gratifying during the period under review in this report. One of the distressing factors was the continued decline in demand for coal. Due primarily to high transportation costs and consequent loss of markets, coal mines at several once-thriving centres were closed down, with the result that some 800 men, became unemployed. Prompt action on the part of the Government, however, helped to solve the problem and a commission under the chairmanship of Mr. John Ferguson did much to assist the miners to find employment in other branches of industry. The Department of Industries and Labour were instrumental in this work.

The gravity of the national employment problem compelled a change in Alberta's immigration policy. This change was carried out early in the year when both the Immigration Branch in Edmonton and Alberta House in London were instructed to curtail the number of immigrants proposing to come to Alberta. As a result, registrations fell to 841 in 1954 as compared with 1,520 in the previous year. Applicants having special qualifications in the fields of education, public health and medicine, however, were encouraged and those required for specific positions in the Province were given all possible assistance.

Representing the interests of the Province in the United Kingdom, Alberta House was also able to advise and assist some British and European industrialists looking to Alberta as a location for branch plants. It is fair to say that Alberta House was an important influence in bringing new industries to the Province and, with exchange restrictions now being relaxed, it is anticipated this trend will be accelerated during 1955.

The inclement weather of the past year had a deterrent effect on several phases of our economy. Farmers had difficulty in seeding their crops and, in the fall, early frosts reduced the grades or caused in some cases almost total loss of crops to certain sections of the Province. For the same reason construction activity was curtailed during the regular season; although an open fall enabled workers to catch up and even exceed in some cases records made in the previous year.

In regard to industrial development, all evidence indicates that Alberta is really on the march. During 1954, 24 new industries were established representing a total capital cost of over \$39,000,000. These figures compare with 18 new industries having capital costs of \$20,000,000 established during 1953. Additions and extensions to Alberta industries were made to the value of over \$20,000,000 in 1954, as compared with a total expenditure of \$18,000,000 for the same purposes the year before.

Activities of the various Branches of your Department are set forth in detail in the accompanying report. It will be evident that all Branches made every possible effort to encourage interest in the Province generally and to further the industrial, economic, cultural and social development of the people. It is my view that in no year was the success of such efforts more apparent than in 1954.

(3)

During the year the Publicity Branch published over 324,000 booklets on various Alberta subjects. In addition, copies of "Within Our Borders" were mailed semi-monthly to 19,500 people. The interest in this publication, containing news of public affairs and the services of the Alberta Government, continued through the year at a high level.

As in the past, the Publicity Bureau served other departments in handling all Government advertising and among a multiplicity of duties, prepared articles, special features and news releases about developments within Alberta in considerable volume.

Distribution of publicity material was made from the Southern Area Office of the Department in Calgary and Alberta House in London, as well as from Edmonton, with the result that information about the Province was sent to almost every country in the free world with added dispatch.

The Film and Photographic Branch also did exemplary work in promoting interest in the Province and in telling, by means of pictures, the Alberta story. Activities of the Branch were curtailed by excessive rain but in spite of it, some 5,000 negatives were made and approximately 12,000 feet of motion picture film exposed. Three motion pictures were released during 1954. It is gratifying to record that due to the work of the Film and Photographic Branch staff, the cost of the three productions referred to was approximately only ten thousand dollars.

At the end of the year, six films were in production and plans call for the release of several of these during 1955.

In view of the weather, it is the more gratifying to note that Alberta's tourist industry in 1954 continued to expand. In 1953 the revised figures show that 1,643,740 visitors vacationed in Alberta spending approximately \$39,000,000. In 1954 the preliminary estimates show 1,602,982 visitors spending over \$42,000,000.

In September, I attended the annual meeting of the Canadian Tourist Association at Windsor as President, and in December, the Dominion-Provincial Tourist meeting held at Ottawa. On the last occasion I was accompanied, in addition to yourself, by Mr. E. W. Ball of the Travel Bureau.

A highlight of the year was the co-operation for travel promotion between Alberta and British Columbia. In September a joint meeting of the staffs of the two Travel Bureaus was held in Cranbrook, while in December it was decided to appoint a joint representative of the two provinces to promote the tourist industry to our mutual advantage.

Steps were also taken to improve the standards of both accommodation and service offered visitors to Alberta. Albertans were encouraged to make their guests welcome by means of radio addresses, and a vigorous "Tourist Service" campaign was run during May and June. Early in the year a course of training was provided at the University of Alberta to waitresses and others engaged in the tourist business. It was well received by the 500 who attended.

In co-operation with the Department of Highways and the Department of Public Works eleven new historical and industrial signs were erected at appropriate sites throughout the Province. Two new tourist signs were set up on strategic highway locations in the United States.

In the field of cultural activities, library development showed a slight upward trend in 1954. Reference was made to the appointment of Mr. Harry E. Newsom as Provincial Library Supervisor in last year's report, and since taking office in September he has conducted a survey of libraries in Alberta preparatory to evaluating the needs of the entire Province.

(4)

Financial aid for the promotion of cultural activities by way of grants to libraries, scholarships and bursaries to Albertans of outstanding talent totalled approximately \$37,000 during the year.

Three new craft centres were opened in 1954, bringing the number now operating in the Province to seven. Keen interest is being taken in this type of activity and it is anticipated that several additional centres will be organized during 1955.

The Public Relations Office completed a very successful year. Twenty-seven conventions were held in Alberta during 1954 and many notables and dignitaries paid official visits to the Province. Included in a number of dinners for which arrangements were completed by the Public Relations Office was one honouring Mr. Henry Stelfox of Rocky Mountain House, whose outstanding work in his field was recognized with the Julian Crandall Conservation Award for 1954.

The Rental Control Board, which ceases to function at the end of the current fiscal year, handled 13,325 enquiries about rental problems during the year. The former chairman, Mr. Sam B. Ferris, retired at the end of April after three years of splendid service with the Government and no replacement was made. For the period remaining the Board continued to operate with Mr. Edward Brown in Edmonton and Mr. H. A. Webster in Calgary. Details of other staff changes and Board activities are contained in the report of the Branch.

There were no meetings of the Industrial Development Board in 1954 due to a multiplicity of things. The Handcraft Committee held three meetings, while the Advertising Committee met on eleven occasions. Two staff meetings, one of the Branch heads and one of the entire Department were held during the year.

In 1955 we celebrate Alberta's Golden Jubilee. Your Department was assigned the task of formulating and promoting appropriate means of commemorating this special year and in 1954 the work got underway. In November I was appointed chairman of the Jubilee Committee and in December, Mr. J. E. Plewes was engaged to supervise the program suggested by the Committee on a province-wide scale. This has added considerably to the duties of many of the branches of the Department, but you may be assured that each of those concerned will do his utmost to make Alberta's Jubilee Year a successful one.

At this time, I believe it is fitting to pay tribute to the pioneers of Alberta. These men and women, most of whom are now gone from us, should never be forgotten; for it was their foresight, suffering, toil and courage that made the way easier for us who have followed them.

In conclusion, I want to express my personal satisfaction with the work of the Department during the year just past, and I trust that, upon reviewing the report, your full concurrence is possible. I would also like to express my appreciation for the unfailing help and encouragement given me by yourself, and for the co-operation received from every member of the staff. Acknowledgement is also made to Mr. Peter Elliott, Executive Secretary to the Premier, for his work during the year as editor of "Within Our Borders" and also for his assistance at meetings of the Advertising Board.

As chairman of the Industrial Development Board, I wish to acknowledge with thanks the work of the Board members, representatives of banks, railways, chambers of commerce, the Research Council of Alberta and many others whose co-operation was given so wholeheartedly.

All of which is respectfully submitted.

Ralph R. Moore,  
DEPUTY MINISTER.

DEPARTMENT OF ECONOMIC AFFAIRS

Legislative Buildings

Edmonton, Alberta

Hon. A. J. Hooke,  
Minister

Ralph R. Moore,  
Deputy Minister

Alberta House . . . . . Agent General, R. A. McMullen  
Cultural Activities . . . . . Co-ordinator, B. MacKenzie  
Film & Photographic Branch . . . Film Commissioner, K. Hutchinson  
Industrial Development Branch . . Director, R. Martland  
Immigration Branch . . . . . Supervisor, J. Ferguson  
Publicity Bureau . . . . . Director, E. S. J. Bryant  
Public Relations Office . . . . . Officer, R. D. McLean  
Rental Control Board . . . . . Member, Edward Brown  
Southern Area Office . . . . . Supervisor, H. A. Webster  
Travel Bureau . . . . . Director, D. E. C. Campbell



## ALBERTA HOUSE - LONDON, ENGLAND.

During the year under review Alberta House has somewhat curtailed its immigration activities and has striven with increasing success in drawing the attention of British financial and industrial interests to the opportunities for participation in the development of Alberta's natural resources.

### EMIGRATION

As anticipated, enquiries, interviews, applications and correspondence related to emigration reached record levels during the first quarter of the year. However, on receipt of instructions dated April 6th advising discontinuance of the existing policy, a sharp drop in registrations was recorded. Applications numbered 485 during the first quarter, while for the last three quarters only 356 registrations were made.

Numbers of applications registered in 1954 totalled 841 compared with 1,520 registrations in 1953. Nevertheless, known British emigrant departures from the United Kingdom to Alberta show only a slight decline from 3,683 in 1953 to 3,465 in 1954.

An increasing number of requests was received for emigrants with suitable qualifications in the fields of education, public health, medicine and industry. Applicants for specific positions were also interviewed.

### INDUSTRIAL DEVELOPMENT

Now that the "bottle neck" which has confronted United Kingdom and European industrialists during the dollar crisis period is a thing of the past, willingness to invest in Alberta has hardened. A growing number of British and European companies have acquired or are acquiring substantial industrial and commercial interests in the Province. Letters of introduction, technical data and general information about Alberta have been provided to this end.

The Agent General has represented the people and the Province at the British Industries Fair, London, and at other industrial and engineering fairs in the United Kingdom, where Alberta publicity material has been featured. The Agent General has been privileged to address gatherings at a number of these exhibitions and has accepted an increasing number of invitations to speak at luncheons, dinners, engineering, agricultural, petroleum and trade banquets throughout the British Isles.

The volume of general and trade enquiries being received from Alberta is increasing, as well as the number of Alberta business men who visit Alberta House personally.

### PUBLICITY

Alberta House acts as a distributing centre for publicity material prepared in Alberta. Eight Alberta Government publications and a like number of publications prepared by Alberta's principal cities have been distributed in the United Kingdom, Eire and Continental Europe. A number of Alberta Government films and others produced by the petroleum industry have been shown to public audiences and industrial organizations.

Alberta House has continued to supply Her Majesty's Government, Her Majesty's Board of Trade, Her Majesty's Central Office of Information and the British Broadcasting Corporation with information for dissemination in Great Britain, the Dominions and the Middle East, Central and South America.

The demand by British and foreign press representatives for information and photographs continues to grow.

### PERSONNEL

The Assistant to the Agent General visited Alberta during June and July, so as to acquaint himself with the latest trends and developments in the Province.

During the year, three members of the staff tendered their resignations and returned to Alberta. With reduced activity in emigration, the vacancies thus created have not been filled.

### REPRESENTATION

Hon. A. J. Hooke and Mr. Arthur Arnold, Deputy Minister of Public Works, visited Alberta House in May. The Agent General accompanied them on an inspection tour of principal national and civic auditoriums in England and Scotland.

Other visitors included Alderman Mrs. Rose Wilkinson, M. L. A., and Mr. James Hartley, M. L. A., Province of Alberta Delegate to the Commonwealth Parliamentary Association Conference.

On behalf of the Government and the people of Alberta, the Agent General and Mrs. McMullen were privileged to attend official receptions given by Her Majesty's Government, by the Corporation of the City of London, by British, Commonwealth and European Government representatives in the United Kingdom, and by leading financial and industrial organizations.

### ACKNOWLEDGEMENTS

The Agent General wishes to acknowledge the help and co-operation extended to Alberta House by all members of the Department of Economic Affairs, and by other departments of the Alberta Government.

Opportunity is again taken to express appreciation for the co-operation which Alberta House has invariably received from several departments of Her Majesty's Government; from the Office of the High Commissioner for Canada in the United Kingdom; Canadian Immigration Services and National Employment Service representatives in the United Kingdom; the Canadian Chamber of Commerce in London; Canadian National Railways, Canadian Pacific Railway, Cunard Steamship Company transportation and colonization representative in Great Britain.

\* \* \* \* \*

### CULTURAL ACTIVITIES BRANCH

This report is based on the work of the Cultural Activities Branch and its associated boards which are as follows:

#### ALBERTA LIBRARY BOARD

Miss Louise Riley, Chairman  
Miss Flora Macleod  
Mr. R. C. Gregg  
Mr. L. E. Walker  
Mrs. W. C. Taylor

#### ALBERTA DRAMA BOARD

Mr. Doug. Homersham, Chairman  
Miss Esther Nelson  
Mr. Gwilym Edwards  
Miss Betty Mitchell  
Mrs. Marjorie Buckley

#### ALBERTA MUSIC BOARD

Prof. R. S. Eaton, Chairman  
Mr. H. G. Turner  
Rt. Rev. R. J. Fierce  
Mr. George Nechkin  
Mr. H. F. Buchanan

#### ALBERTA VISUAL ARTS BOARD

Prof. H. G. Glyde, Chairman  
Mrs. P. J. A. Fleming  
Mr. Doug Motter  
Mr. E. E. Poole

ALBERTA RECREATION BOARD

Mr. Jack Reilly, Chairman  
Mrs. Rhona Duncan  
Prof. M. L. Van Vliet

LIBRARY BOARD

If pictured by graph, library development in Alberta would show a slight upward trend in the year ending March 31, 1955. Credit must be divided between the Alberta Library Board and the staff of the Cultural Activities Branch, the two government units concerned.

At the five meetings held during the year the Board was concerned with general policy of library development, scholarships for library education, grants to libraries, and library publicity.

Three library education scholarships of two hundred fifty dollars (\$250) were approved by the Board. The recipients were: Miss Mary I. Dodds of Edmonton, Mrs. Margery Bolick of Medicine Hat, and Miss Mary E. Skeith of New Dayton.

In conjunction with the Alberta Library Association and the University Extension Library the Board sponsored the annual three-day short course to train local librarians. Also, arrangements were made for the training in larger libraries of additional community librarians.

The chairman recommended that the display of fifty-English printed books from the British Council be donated to the Extension Library. The exhibition of books on community planning was approved to be placed in Alberta libraries.

Mrs. A. Maure of Edmonton was nominated as Library Board candidate for a position with the Advisory Committee on Objectionable Publications. The Board, however, took a firm stand against censorship of books on a government level.

A highlight of the year was the opening of the new headquarters building Lacombe Regional Library. Miss Louise Riley gave the official opening address stating the action of Lacombe was a "stride forward in progressive library development."

GENERAL

Since taking office September 15, the Supervisor of Public Libraries was engaged in conducting a library survey of the province before presenting a preliminary report in early February. This survey included visits to sixty association and municipal libraries as well as to two regional libraries. Library statistics from all Canadian provinces were obtained and compiled. The report was based on the recommendations of the Public Library Inquiry (the public library research project sponsored by the Rockefeller Foundation) but adapted to province-wide as well as local conditions.

Other activities by the Supervisor included the setting of standards for small public libraries, visiting twenty-five additional library units, and planning the interior of the headquarters building at Lacombe.

The supervisor spoke on three radio broadcasts, gave five public addresses, attended four annual meetings, and was present at ten library board meetings. It was his privilege to speak for library support before the councils of two towns and one city.

There are 24 municipal libraries in the province, plus 11 recognized branches of city libraries. Association public libraries number 104; another 25 such units are incorporated into the regional libraries, namely, Barrhead and Lacombe. Two Hills and Devon formed municipal libraries during the year; libraries at Seba Beach, Ralston, Hanna, Millet, and Egremont were designated as associations. Five libraries were closed during the year.

### MUSIC BOARD

The Alberta Music Board held meetings on Sept. 14, Oct. 25, Nov. 12 and (with a sub-committee of the Golden Jubilee Committee) Dec. 9, 1954.

Tenures of office having expired, Professor R. S. Eaton, H. G. Turner and G. A. Nechkin were reappointed to the Board. Two vacancies were filled by the appointment of the Bishop of Athabasca, Rt. Rev. R. J. Pierce, Peace River, and Mr. H. P. Buchanan, Lethbridge.

The Board is acting in an advisory capacity to the Golden Jubilee Committee which is sponsoring a prize song contest.

The secretary of the Board was instrumental in securing a donation of psalters for the Church of England mission (Indian) at Atikamen, Rev. H. G. Harper, priest-in-charge.

Scholarships were authorized to Bernard Turgeon, Edmonton; Geraldine Mason and Carlina Carr, Calgary. Grants were also made of One Thousand Dollars (\$1,000) comprising ten bursaries of One Hundred Dollars (\$100) each, to the Western Board of Music; Five Hundred Dollars (\$500) to the Alberta Music Festival, Calgary and Two Hundred and Fifty Dollars (\$250) each to regional festivals at Lethbridge and Edmonton.

A member of the Music Board visited Medicine Hat to assist in a proposed revival of the music festival there.

### GENERAL

The Department's record library is growing in usefulness, especially to music teachers. The series on the History of Music is especially in demand. Nine new albums of records were added in 1954, first additions since the library was started in 1946.

Assistance was given to the publishers of Canadian Almanac in collecting data on major Alberta music organizations. These were circularized and from the returns we were able to supply the publishers with some details. Considering that free publicity was offered co-operation of the organizations was disappointing.

At the request of the Music Council of Canada assistance was provided in collecting data for a book on Music in Canada edited by Sir Ernest MacMillan to be published by the Toronto University Press.

"Singing at Sight", a publication of the branch, was reissued. "Seven Make a Choir", a manual for amateur choir directors, was published in 1954. Of the 1,000 copies printed, 250 were disposed of immediately on appearance.

During the period under review four music teachers inquired about possible openings for private practice and two communities came for assistance in finding teachers. One was placed, one community solved the problem itself and the result of a third has not yet been reported.

### VISUAL ARTS BOARD

The Visual Arts Board held three meetings during the year although as in former years individual members of the Visual Arts Board kept in close touch with the branch, and individually assisted the work the Branch carried on each year. During the year Mrs. P.J.A. Fleming and Mr. Douglas Motter were appointed to the Board.

The Board recommended the award of five scholarships, valued at One Hundred Dollars (\$100) each. The recipients were: Mrs. Galina Koddo, Edson; Mr. Peter Radysh, Willingdon; Mr. Ted Godwin, Calgary; Mr. Rolf Ungstad, Ponoka; Miss Margaret Ann Hawden, Blackie.

A recommendation was made by the Board that the Golden Jubilee Committee be approached to purchase eight paintings at Two Hundred and Fifty Dollars (\$250) each which would form the basis of a permanent provincial collection.

Two juries were selected on the recommendation of the Board for the Biennial Exhibition of the National Gallery. One jury operated in Calgary, the other in Edmonton.

A new set of regulations for the Visual Arts Board spring (1955) competition was drawn up by the Board which also recommended that three scholarships to the value of two hundred dollars (\$200) each be awarded in crafts.

### GENERAL

A collection of French Impressionist Prints were obtained from Britain. They were framed, crated and a descriptive catalogue was written and printed, then the exhibition was sent out on the northern circuit. The Alberta Society of Artists (Edmonton Branch) contributed 18 pictures which were assembled, catalogued, crated and sent on a tour of the southern circuit. Three other exhibitions completed their tours during 1954 and it is estimated that 25,000 Albertans saw the displays during this time.

The work in connection with the Alberta Golden Jubilee Anthology Painting Competition was undertaken by the Branch. Over 600 notices were sent out to Alberta artists and 300 pictures were sent in to the Branch and to the Edmonton Museum where the adjudication was held. All of these pictures were repacked and sent back to their owners after the adjudication. The chosen 18 were shipped to Toronto.

The arrangements for the Alberta Visual Arts Board Competition (1954) were made by the Branch and 500 notices were sent to artists and craftsmen as well as numerous news releases. The result was worthy of the effort entailed and the entries were taken to the Edmonton Museum of Arts and exhibited during 'Albertacraft 1954'.

The heavy demand for Cultural Activities Branch booklet's "Sketching in Oils" and "Lino Cuts", necessitated reprints of 500 copies each.

### HANDCRAFT COMMITTEE

R. Martland, Chairman	J. E. Oberholtzer
Ralph R. Moore	Blake MacKenzie
George E. Clash	Mrs. Margaret Twenion

The Handcraft Committee held three meetings during the year; in April, November and December. At these meetings, the continuing policy of the Handcraft Committee was thoroughly discussed and various

recommendations concerning those Craft Centres already in existence and applications from groups desirous of forming craft centres were noted; recommendations for scholarships were made and much time was devoted to ways and means of assisting Alberta craftsmen in publicizing and marketing their products.

The committee arranged for a small permanent collection of craft articles to be made for the purpose of publicizing craft work in Alberta. In this connection the committee also requested that vendors of tourist items be given details of the craft programme and further that an articles be placed in the C. R. T. Bulletin. The committee also recommended that the Cultural Activities Branch be asked to work towards the establishment of a display of craft items at the Tourist Bureau at Fort Macleod provided that a consensus be first obtained from local vendors.

Four scholarships valued at seven hundred and fifty dollars (\$750) were approved by the committee. The recipients were Mrs. Galina Doddo, Edson; Mrs. Ruby King, Rocky Mountain House; Miss Tovy Bond, Rocky Mountain House and Mrs. Olga Manestersky, Willingdon. All of those named attended the summer session of the Banff School of Fine Arts on the understanding that they would undertake instructional duties in their respective centres.

#### GENERAL

In this year, three Alberta Craft Centres were opened under the auspices of the Cultural Activities Branch, in addition to those already functioning in Beaverlodge, Willingdon, Edson and Rocky Mountain House. In Edmonton, a centre was opened to assist disabled persons under the sponsorship of the Edmonton Rehabilitation Society. By learning and practising crafts, it is hoped that these persons will once again take their place in life and become useful, earning members in society. A craft centre in Red Deer is being sponsored by the Red Deer Recreation Commission and it is the object of the Commission in starting such a project, to give new interests to the very old and the very young. A centre in Camrose has been opened and is supported by shareholding members. In each centre, the average enrollment numbers seventy.

In March, 'Albertacraft 1954', a handcraft show was held in which Alberta Craft Centres participated in conjunction with the Edmonton Potters' Guild and the Edmonton Weavers' Guild. The show was considered to be the best ever held in the Museum of Arts, Edmonton with an estimated attendance of well over 1,000.

Since the beginning of the year, the Handcraft Supervisor has been engaged in the setting-up of craft centres involving the requisition of equipment, the supplying of teaching staff, and various activities necessitated by such projects.

The Supervisor made thirty visits to Alberta craft centres including one ten-day stay in Beaverlodge during which a course in Design was given; attended four annual meetings; gave five addresses and made two radio broadcasts.

Other activities by the Supervisor included the assembling of an exhibition of craft items, at the request of the extension division, Department of Agriculture which was displayed in the schools of Agriculture in Olds, Fairview, and Vermilion; the organization of the Alberta Craft Centres' display in connection with 'Albertacraft 1954' and the visiting of various craft shops in connection with the marketing of Alberta products.

Reprints to the extent of 500 Cultural Activities Branch booklets 'Batik' and 'Craft Centres in Alberta' were required.

Because of the heavy teaching schedule undertaken by the Cultural Activities Branch it has been necessary to employ Mrs. Dorothy Callan, Mr. Max Brandly, Miss Patricia Davie, Mrs. Grace Adams, Mrs. Thordahl and Mr. and Mrs. Martin Joyce at various times throughout the winter session.

#### DRAMA BOARD

Three meetings of the Alberta Drama Board were held during the year.

Through the auspices of the Board, a programme has been carried on through the schools in Alberta making use of the talents of Mr. Fred Doucet, Mr. Frank Crawshaw and the Provincial Puppeteers for whom itineraries were arranged and visits made to present recitals at various schools in Alberta.

During the year the first of annual scholarships were made available by the Government of the Province of Alberta to the One-Act Play Festival sponsored by the Alberta Drama League. These scholarships in the amounts of two hundred and fifty dollars (\$250), one hundred dollars (\$100) and two tuition scholarships were awarded to Mrs. Gladys Gibb, Edmonton; Miss Marlene Polack, Calgary; Mr. Peter Anderson, Airdrie, and Mr. Bob Martin, Red Deer. Further scholarships are to be awarded at the final three-act Regional Drama Festival.

A brief was prepared outlining suggestions made to the Golden Jubilee Committee that an Alberta show be prepared and presented in the province in connection with the Fiftieth Anniversary celebrations. During the year a discussion of the activities of drama groups and their association with writers resulted in a recommendation being passed to the writers of Alberta and the request being referred to the Jubilee Committee that during the Jubilee year a play writing competition be worked on. This recommendation has resulted in the establishment of a province-wide play writing competition.

#### GENERAL

The co-ordinator represented the province at the Dominion Drama Festival held in Hamilton and has been re-appointed for a further term of three years as a governor of that body.

Visits have been made to various community drama groups and the facilities of the Branch, as far as secretarial and publicity work are concerned, have been made available to several such groups.

#### PHYSICAL RECREATION BOARD

The Alberta Physical Recreation Board met once during the year. While the activities of the Branch are closely associated with recreation work in general, the particular aspect of the Branch's work dealing with physical recreation is left largely to the Health and Recreation Branch of the Department of Education which carries on a comprehensive programme in this field.

Since the Physical Recreation Board is the newest Board to be authorized under the Cultural Activities Act considerable time was spent in discussing the function of the Board in relation to the other Boards and the work of the Department of Education.

During the year, scholarships were made available to the Alberta Cricket Association in the amount of Two Hundred Dollars (\$200). Members of the Branch attended meetings of the Alberta Recreation Association and attended a conference set up by the Health and Recreation Branch of the Department of Education. Various organizations in search of information concerning the physical recreation programme were referred to the appropriate branches of Government and some assistance was given to communities desirous of setting up recreation commissions.

#### CULTURAL ACTIVITIES BRANCH - GENERAL

The work of the Branch in general continues with the Branch acting as a clearing house for information concerning activities of an artistic nature throughout the Province. Numerous requests for information have been filled including interviews with editors of national publications who have become interested in this aspect of Government activity.

This year has seen the Brown Collection become very popular and a useful adjunct of the Branch. Requests for copies of some of the negatives held in the collection have become extremely frequent.

The formation of the Golden Jubilee Committee added considerably to the responsibilities of the Branch as the cultural aspects of the celebration will be one of the important features of the Jubilee. The co-ordinator since May has been acting as secretary of the Jubilee Committee and has been associated as editorial advisor with the production of the Alberta Golden Jubilee Anthology.

During the year the quarterly newsletter, Leisure, continued publication with its articles on cultural activities in the Province; this to a mailing list of 950. In the course of the year's work the co-ordinator travelled over 5,000 miles. A total of 1,567 letters were received and 1,605 letters written. There were 690 interviews carried on by the Co-ordinator, or members of the Branch, of sufficient importance to merit mention in the monthly report and 70 functions were attended. During the year the Co-ordinator made 52 speeches.

During 1954, Cultural Activities, in its working, contrived to uphold a high standard both in volume and in quality of service. Advance has been made in all fields and the Branch is fulfilling its role as the cultural co-ordinating agent for the Province of Alberta.

\* \* \* \* \*

#### FILM AND PHOTOGRAPHIC BRANCH

Established in 1948 as a Branch of the Department of Economic Affairs, the Film and Photographic Branch is responsible for the production of pictorial material designed to interpret Alberta to Albertans, Canadians and people the world over.

Staff of the Branch is as follows:

Director	- 1
Secretary	- 1
Photographers	- 5
Dark Room Technician	- 1
Film Clerk	- 1
Artist	- 1

The following is a comprehensive report of the various activities of the Branch during the year 1954.



### BLACK AND WHITE STILL PHOTOS

Assignments to take pictures in black and white have been accepted from all departments of the Government. Some five thousand negatives were taken and processed in 1954.

From the new negatives and the files of previous years, a total of 14,967 enlargements were produced, mainly 8 x 10 in size. This is an increase of some three thousand enlargements over 1953. All were distributed to publishers of newspapers, periodicals and books throughout the free world.

In addition to Alberta newspapers, pictorial material was distributed to such Canadian publications as Western Business and Industry, Western Miner, Farm & Ranch Review, Toronto Star. Foreign publications to which pictures were supplied were Time, New York Times, London Illustrated News and the Spokane Spokesman Review.

### COLOR STILL PHOTOGRAPHS

On the 791 enlargements 11" x 14" and over, 332 were hand-tinted, mounted and framed for publicity display. The production of these photos was carried out by the Branch with the framing being done by the department of Public Works. As usual, care was taken in the distribution of this material because of its cost; a large proportion going to government offices. Others were forwarded for publicity display to such places as Alberta House, Canadian Consulates and banks, railway stations etc., where they are viewed by the public.

Due to the inclement weather conditions during the past summer in Alberta there was a considerable drop in the number of color transparencies produced. Color material was supplied for the Government calendars for 1955, United Grain Growers and the National Geographic Magazine.

### MOTION PICTURES

Because of the particularly rainy season the production of motion pictures was curtailed during the year, with the result that two or three productions planned for release in 1954 will of necessity have to be carried for another year. It was possible, however, for the motion picture photographers to expose approximately twelve thousand feet of color film.

Three completed productions were released in 1954. These are:

"4-H Clubs of Alberta". Produced for the Department of Agriculture, this shows activities of groups in agriculture throughout the Province. Its purpose is to promote greater interest in the 4-H Club movement in Alberta.

"Your Health Unit". This was produced for the Department of Public Health and shows how the municipal Health Unit is set up through co-operation with the Government. Public Services provided by these Health Units are depicted.

"Don't Drown". This film was produced for the Don't Drown committee of the Government in co-operation with the Alberta Safety Council and the Alberta Branch of the Canadian Red Cross Association. It depicts proper swimming strokes and methods of handling a small boat. The results of carelessness in the water are emphasized.

It is interesting to note that the three productions mentioned above were produced by the Branch at a cost of approximately ten thousand dollars. At commercial rates their cost would have run to fifty or sixty thousand dollars.

Further work was completed on six films now in production. Subjects included are Bird Hunting in Alberta, Poultry Husbandry, Poultry Diseases, Native Animals of Alberta and a documentary on Alberta's past and present progress entitled "This is Alberta". A number of the above titles will be released in 1955.

It is generally conceded that production without distribution is of little value. During 1954 the Branch, in conjunction with the Publicity Branch of our Department, has stressed the distribution of Alberta Government Productions. Of the tourist films produced in 1953 and previous years some sixty-five copies are now in circulation. These are distributed from points in the various provinces of Canada and such points as Alberta House overseas. The largest number is concentrated in such places as Chicago, New York, Seattle, San Francisco and film libraries in the north west States from whence come the greater number of our summer visitors.

#### TELEVISION

During 1954 the demand for television material increased very rapidly. The Branch has produced four films for which world television rights are held. These have been circulated as widely as possible throughout Canada, the United Kingdom and the United States for television use. It is estimated that one of our films televised in New York was viewed by an audience of approximately two million people.

Realizing the publicity value of the television medium the two branches, Film and Photographic and Publicity, will concentrate on the production of television material during 1955. It is hoped that one feature will be released each month to stations in Canada, the United States and Great Britain.

#### FILM LIBRARY

The Film Library controlled by the Photographic Branch is made up of all Government films except those maintained specifically for the use of Alberta schools. During the year some 1,150 shipments were made from this section adding up to a total of 4,500 film showings. It should be noted that the staff of this section of the Branch was reduced from two to one; the other staff member becoming our dark room technician.

#### ART SECTION

A full time artist, a graduate of the Calgary School of Technology and Art, was employed by the Branch during the year. This artist is responsible for all lettering and displays required by the Government.

The two Government displays in Edmonton and one in Calgary are changed each month. In addition, the artist produced all titles for motion pictures, certificates for government departments, working drawings for various stickers and letterheads, as well as covers and title pages for bulletins and booklets.

#### MISCELLANEOUS

Since its inception, it has been our hope that all phases of motion picture production would be carried out by the Film and Photographic Branch. This would insure production control and would eventually reduce production costs. With this in mind two of the staff visited Toronto and Ottawa during the early part of the year to take a short course in sound technique. Later, magnetic sound film equipment

was purchased and delivery has recently been made. It will now be possible for the Branch to complete motion picture productions including final editing and sound track.

It is important to note that co-operation between the two main Government Film Agencies within the province, the National Film Board and the Alberta Film and Photographic Branch, has been maintained at a high level. Showings of films were made at various resort centres; projector services being supplied by staff of the parks, the Film Councils, the Chambers of Commerce, etc. concerned. Tourist attendance at showings was again reduced, due to inclement weather rather than to lack of service.

The Alberta Theatre at the Edmonton exhibition was in full operation during exhibition week. The Theatre was supplied by the Department of Economic Affairs and staffed by the National Film Board. A similar effort will be carried out at the Calgary Stampede when space becomes available.

Equipment such as generators, screens and projectors were loaned to other departments of the Government whenever possible and a large number of showings managed by members of the Photographic staff were made. The projection room with its modern screening facilities was utilized on many occasions for previews by all departments of Government.

The Hollywood productions for which the Branch provided assistance during 1953 were given world wide release during 1954. While it is too early to estimate the box office results, it is to be hoped that they will be sufficient to warrant larger companies making further major productions in Alberta.

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## INDUSTRIAL DEVELOPMENT BRANCH

### INTRODUCTION

Due to the very wet summer, construction work on several projects was held up, but a lot of lost time was made up in the fall when ideal construction weather prevailed for over three months. During the year it was noted that several Eastern manufacturers built warehouses in Alberta, and several established industries made major additions to their facilities.

Construction in several centres reached new peaks, for example the City of Calgary showed an increase of four and one half million dollars (\$4,500,000) in new construction as against the preceding year. The City of Edmonton had an increase of thirteen million dollars (\$13,000,000) and the City of Lethbridge had an increase of one and one half million dollars (\$1,500,000) which established a new record for this southern city of more than nine million dollars (\$9,000,000) for the year.

The Sherritt Gordon Mines Limited at Ft. Saskatchewan officially put their plant into production during the latter part of July. Hilton Bros. Ltd., Calgary, officially opened their new plant, which is one of the most modern in Canada, making a complete line of paper cartons. The Empire Brass Company of London, Ontario, built a very modern warehouse in Edmonton costing several hundred thousand dollars.

The new seven million dollar (\$7,000,000) gas plant owned by Texaco Exploration Co. was completed and on stream early in December. Considerable ground work in preparing the site for the new fifteen million dollar (\$15,000,000) steam electric generation plant to be built by Calgary Power Co. Ltd. at Wabamun was completed during the year. Building Products Ltd. completed their two and one half million dollar (\$2,500,000) paper mill and building papers, chipboard and kraft board are now being produced by this company.

### INDUSTRIAL DEVELOPMENT

Capital expenditure on new industries, additions to existing plants and miscellaneous businesses, amounted to more than fifty-nine million dollars (\$59,000,000). This is eleven million dollars (\$11,000,000) more than the figure reported for 1952. Twenty-four (24) new industries were established in the province during the year. The capital cost of these new industries exceeded thirty-nine million dollars (\$39,000,000). (See Appendix I).

Some of the products to be produced by these new plants will be building materials, steel, metal products, sulphuric acid and leather goods. Extensions to existing plants, new warehouses and miscellaneous businesses totalled over nineteen million dollars (\$19,000,000) for the year 1954. (See Appendix II).

### SURVEYS

Economic surveys of cities, towns and villages are still in strong demand by universities, foreign trade commission offices and industry. Sixteen (16) surveys were revised during the year bringing the information up to date, and surveys were completed on two new areas.

### MEETINGS

Meetings of the Research Council Advisory Committee, The Handcraft Committee, The Golden Jubilee Committee, and the Government Advertising Committee were attended by the director.

### INDUSTRIAL PROMOTION

A series of promotional leaflets was prepared during the latter part of the year in co-operation with the Publicity Branch. This literature will be released early in 1955.

A number of industrialists visited the province during the year with representatives from Western Germany and the United Kingdom being about equal in number. It was noted however that considerable interest is being shown by Ontario manufacturers and industrialists from the state of California, especially from the Oakland, San Francisco and Los Angeles areas, in the possibility of opening sales offices, warehouses, or branch manufacturing plants in the Province.

A visit was made to Eastern Canada by the director early in June to promote industrial interests in Alberta. The time of the visit was arranged to tie in with the Canadian International Trade Fair. The cities and towns visited were as follows: Montreal, Toronto, Guelph, Galt, Brantford, Hamilton, London, and St. Catherines.

Mr. Fred D. White, Industrial Representative for the City of Camrose resigned, and Mr. E. W. Schnell has been appointed by the City as their new Industrial Representative. Mr. Graham Curtis, Industrial Commissioner for the City of Edmonton, completed his term and a new appointment for the City will be made early in the new year. Mr. N. A. MacEachern, Industrial Representative for the City of Wetaskiwin, resigned his position with the City due to pressure from his private business, and it is expected another appointment will be made by the City of Wetaskiwin shortly.

CONCLUSION

The Industrial Development Branch wishes to thank the Research Council of Alberta, the other Departments of Government, financial houses, the Railroads, and Alberta companies for the co-operation extended to the Branch during the year.

# NEW INDUSTRIES (APPENDIX I)

1954

<u>Company</u>	<u>Location</u>	<u>Type of Manufacturing</u>	<u>Cost</u>	<u>No. of Employees</u>	<u>Comments</u>
Alberta Rolling Mills Ltd.	Edmonton Area (MD Strathcona)	Steel Mill	\$ 2,000,000	100	Plant under construction will be completed in 1955
Alsco Ltd.	Calgary	Aluminum Windows and Doors	\$ 220,000	10	Plant completed
Air's Leather Products	Calgary	Leather Products	\$ 3,200	3	In operation
Balbi Construction Co.	Lethbridge	Sash and Doors	\$ 8,000	6	Plant completed
Bush Federal Ltd.	Calgary	Printing Ink	\$ 30,000	7	Plant completed
Birse & Hunt	Lethbridge	Metal Processing	\$ 35,000	15	Plant under construction
Canada Cement Co. Ltd.	Edmonton Area (MD Strathcona)	Cement	\$ 2,000,000	40	Site purchased for clinker grinding plant
Columbia Industrial Carbon Co. Ltd.	Calgary	Carbon Dioxide	\$ 300,000	15	Plant completed
Century Metal Craft Corp.	Calgary	Metal Products	\$ 10,000 est.	10	Plant completed
Climatizer Industries Ltd.	Calgary	Sheet Metal Products	\$ 6,000	5	Plant completed
Canadian Light Aggregates Ltd.	Calgary	Cement Building Material	\$ 500,000	20	Plant completed
Duncan Canvas Factory	Lethbridge	Canvas Products	\$ 5,000	4	Rented building (In operation)
Faulkners Beverages Ltd.	Lethbridge	Carbonated Beverages	\$ 50,000	6	Plant under construction
Gallelli & Sons Co. Ltd.	Calgary	Concrete	\$ 100,000	20	Plant completed
Glenwal Ltd.	Calgary	Plywood Panels	\$ 200,000	20	Plant completed
General Tire & Rubber Co. Ltd.	Didsbury	Rubber & Plastic Products	\$ 800,000 est.	35 est.	200 acres under option

<u>Company</u>	<u>Location</u>	<u>Type of Manufacturing</u>	<u>Cost</u>	<u>No. of Employees</u>	<u>Comments</u>
Golden Arrow Sprayers	Calgary	Agricultural sprayers	\$ 150,000	11	Plant under construction
Huebert Ltd.	St. Albert	Building Board	\$ 250,000	25	Site purchased, construction to start in the spring
Horton Steel Works Ltd.	Lethbridge	Steel Fabricators	\$ 250,000	25	Plant under construction Purchased 38.5 acres
Inland Chemical Co. Ltd.	Ft. Saskatchewan	Sulphuric Acid	\$ 1,000,000	20	Plant under construction
Inland Cement Co. Ltd.	Edmonton Area (MD Stony Plain)	Cement	\$ 7,000,000	110	Site purchased, construction to start in the spring
Kitagawa Moulding Co.	Lethbridge	Wood Moulding	\$ 8,000	7	Under construction
Northwest Pulp & Paper Co. Ltd.	Edson Area	Pulp Mill	\$ 25,000,000	800	Work started on plant site
Ornamental Pottery Ware	Medicine Hat	Pottery	\$ 20,000 est.	15	Rented Building (In operation)
	Total	-----	\$ 39,945,200	1,329	

EXTENSIONS TO PLANTS AND WAREHOUSES - NEW WAREHOUSES AND MISCELLANEOUS BUSINESSES (APPENDIX II)

1954

<u>Company</u>	<u>Location</u>	<u>Type of Business</u>	<u>Cost</u>	<u>Comments</u>
American Brass & Aluminum Ltd.	Edmonton	Brass & Aluminum Products	\$ 50,000	New plant - completed
Automatic Sprinkler Co. Ltd.	Calgary	Plant - Water sprinklers	\$ 500,000 est.	New warehouse under construction
Barber Machinery Ltd.	Calgary	Machine Shop	\$ 130,000	Addition to plant completed
Barnard Tool & Die Works	Calgary	Tools & Dies	\$ 9,000	Addition to plant completed
Blue Label Bottling Co.	Calgary	Bottling Plant	\$ 85,000	Built new plant
British American Oil Co. Ltd.	Calgary	Oil Refinery	\$ 725,000	Addition to plant completed
Calgary Brewing & Malting Co. Ltd.	Calgary	Brewery	\$ 137,000	Addition to plant completed
Consolidated Mining & Smelting Co. Ltd.	Calgary	Fertilizer	\$ 1,000,000	Addition to plant - under construction
Cornwall Canning Co. Ltd.	Taber	Canned Foods	\$ 500,000	Addition to plant completed
Canadian Propane Ltd.	High Prairie	Propane Distributors	\$ 80,000	Plant completed
Canadian Sugar Refineries Ltd.	Raymond	Beet Sugar	\$ 90,000	Addition to plant completed
Canadian Sugar Refineries Ltd.	Picture Butte	Beet Sugar	\$ 40,000	Addition to plant completed
Dominion Envelope Ltd.	Edmonton	Paper Converters	\$ 100,000	Addition to plant completed
Dominion Rubber Co. Ltd.	Edmonton	Rubber Products	\$ 250,000	Addition to warehouse-completed
Eaton T. of Canada	Edmonton	Department Store	\$ 600,000	Addition to warehouse - under construction
			<hr/>	
			\$ 4,296,000	
			<hr/>	



<u>Company</u>	<u>Location</u>	<u>Type of Business</u>	<u>Cost</u>	<u>Comments</u>
		Brought forward ---	\$ 4,296,000	
Edmonton Steel Fabricators	Edmonton Area (MD Strathcona)	Steel Fabricators	\$ 1,500,000	Addition to plant - under construction
Federal Equipment (Western) Ltd.	Edmonton	Industrial Equipment and Supplies	90,000	New warehouse - completed
Hoesaerts, I. B.	Calgary	Woodworking	\$ 4,000	Building completed
Home Lumber Co. Ltd.	Calgary	Sash & Doors	\$ 16,000	New plant - completed
Hudson's Bay Co.	Calgary	Department Store	\$ 120,000	Addition to store - under construction
Hudson's Bay Co.	Edmonton	Department Store	\$ 1,000,000 est.	Addition to store - under construction
Honeysett Metal Specialties	Calgary	Metal Products	\$ 18,000	New plant - completed
Interprovincial Cold Storage Ltd.	Lethbridge	Cold Storage	\$ 500,000	Site purchased
Interprovincial Cold Storage Ltd.	Edmonton	Cold Storage	\$ 500,000	Site purchased
Interprovincial Cold Storage Ltd.	Calgary	Cold Storage	\$ 500,000	Site purchased
International Harvester Co. of Canada	Calgary	Agricultural & Industrial Equipment	\$ 750,000	Site purchased
Jefferies & Sons Ltd.	Calgary	Building Materials	\$ 350,000	Addition to plant completed
Kralinator Co. Ltd.	Calgary	Oil Filters	\$ 225,000	New warehouse completed
Kenway S ddle & Leather Co.	Calgary	Leather Products	\$ 225,000	Renovating building - purchased
			<u>\$10,094,000</u>	

<u>Company</u>	<u>Location</u>	<u>Type of Business</u>	<u>Cost</u>	<u>Comments</u>
		Brought forward ---	\$10,094,000	
Modern Packaging Co. Ltd.	Calgary	Plastic Packaging	\$ 40,000	New plant - completed
North King Equipment (Canada) Co. Ltd.	Calgary	Industrial Equipment	\$ 100,000	Subsidiary of United Trailer Co. of Calgary. Addition to plant - completed.
Precast Concrete Ltd.	Edmonton	Concrete Products	\$ 250,000	Addition to plant - under construction
Robertson - Irwin Ltd.	Edmonton	Steel Products	\$ 25,000	Addition to plant completed
Revelstoke Saw Mills Ltd.	Calgary	Building Supplies	\$ 225,000	New mill & factory 180' x 220' under construction
R. C. A. Victor Co. Ltd.	Calgary	Radio & Television	\$ 110,000	New warehouse completed
Standard Iron Works Ltd.	Edmonton	Steel Fabricators	\$ 530,000	Addition to plant completed
Steel Crafts Alberta Ltd.	Calgary	Steel Fabricators	\$ 5,500	Addition to plant completed
Safeway Stores Ltd.	Medicine Hat	Food Stores	\$ 250,000	New store completed
Standard Metal Products	Calgary	Steel Equipment	\$ 25,000	New plant under construction
Sick's Lethbridge Brewery Ltd.	Lethbridge	Brewery	\$ 1,000,000	Addition to plant completed
Sick's Edmonton Brewery Ltd.	Edmonton	Brewery	\$ 250,000	Renovations to plant
Truebility Cabinets	Calgary	Woodworking	\$ 7,000	New building completed
True-Mix Ltd.	Calgary	Concrete	\$ 21,000	Addition to plant completed
Wainwright Producers & Refineries Ltd.	Wainwright	Petroleum Products	\$ 1,250,000	New refinery under construction
Woodwards Ltd.	Edmonton	Department Store	\$ 400,000	Addition to warehouse completed
Westmount Shopping Centre	Edmonton	Retail Stores	\$ 5,000,000	Woodwards Ltd., Bank, and other stores. Under construction.
		Total -----	<u>\$19,582,000</u>	

### IMMIGRATION BRANCH

Economic conditions and employment problems necessitated a change in immigration policy in 1954. During the month of March unemployment figures reached the highest level in years. This condition was brought about not by recessionary tendencies within the Province but by a decline in production in certain industries particularly in Eastern Canada. An analysis of unemployment figures in National Employment Service offices in Alberta revealed a very high percentage of transients from British Columbia, Ontario, Quebec and the Maritimes. Placement of immigrants became increasingly difficult as unemployment became more prevalent.

During the early months of the year a situation within the Province which caused some concern was the steady decline in the demand for steam coal. This was reflected in the decline in coal production necessitating some reductions in the labour force. The closing of the International Mine in Coleman, the Bryan Mountain Mine at Robb and permanent layoffs in the mines at Luscar and Nordegg augmented unemployment figures in the Province by eight hundred men. To alleviate this situation the facilities of the Immigration Branch were directed to the re-establishment and rehabilitation of unemployed coal miners.

At the same time Alberta House in London, England, was advised to curtail the number of emigrant departures of those screened and selected under Provincial auspices. Subsequent developments in the economic picture of Canada generally and the acute unemployment problem confirmed the discretion exercised in the revision of immigration policy.

Problems dealt with by the Immigration Branch during 1954 concerned those who came to Alberta through auspices other than those of the Province.

### APPLICATIONS AND STATISTICS

Applications received by Alberta House in 1954 and screened jointly by Alberta House and the Immigration Branch totalled 841, a drop of 679 from the 1953 figure. During the early months of 1954 the number of applications received equalled in volume those of the preceding year. The decline in later months was due directly to the curtailment of immigration to Alberta and the revised immigration policy.

Applications received in 1954 involved 331 single persons, 987 married persons and 689 children for a total of 2,007, a decrease of 1,846 from 1953. Funds available for transfer amounted to the equivalent of \$1,401,445. Applications accepted by Alberta House and the Immigration Branch, following revision of policy, concerned professions and skills of which there is still a shortage in the Province.

The number of known departures from the United Kingdom to Alberta in 1954 totals 3,465 a decrease of 219 under 1953. A breakdown of the known departures from the United Kingdom to Alberta by months follows:

January . . . . .	119	July . . . . .	466
February . . . . .	125	August . . . . .	218
March . . . . .	290	September . . . . .	250
April . . . . .	537	October . . . . .	200
May . . . . .	572	November . . . . .	122
June . . . . .	511	December . . . . .	55

In 1954 total immigration from all countries to Alberta and promoted by all immigration agencies combined can be estimated at the time of writing to be in the vicinity of 14,000 a slight decline from the total for 1953.

Actual placement of British immigrants in employment and accommodation by the Immigration Branch in Edmonton totalled 558 - 438 in January to June inclusive and 220 from August to December inclusive. Placements in southern Alberta were arranged by the Southern Area Office of the Department of Economic Affairs, Calgary.

Emergency problems dealt with by the Immigration Branch concerned those who came to Alberta under other auspices. Countries of origin from which immigrants came to Alberta and called upon the Immigration Branch for assistance follows:

Australia	Holland	Russia
Austria	India	Scotland
Belgium	Iraq	South Africa
China	Ireland	Switzerland
Czecho-Slovakia	Malaya	Syria
Denmark	Norway	United States
England	Pakistan	Wales
France	Poland	Yugo-Slavia
Germany	Romania	

To give some indication of the occupational categories of applicants for admission to Alberta through Alberta House, a breakdown of the 841 applications follows:

#### Occupations of Applicants

Accountants . . . . .	8
Aircraft Mechanics . . . . .	3
Architects . . . . .	18
Bricklayers . . . . .	15
Butchers . . . . .	2
Cabinet Makers . . . . .	1
Carpenters . . . . .	17
Chemists . . . . .	12
Clerical . . . . .	120
Cooks . . . . .	1
Dental Mechanics . . . . .	2
Doctors . . . . .	30
Domestics . . . . .	2
Draughtsmen . . . . .	17
Electricians . . . . .	14
Engineers	
Chemical . . . . .	2
Civil . . . . .	15
Constructional . . . . .	7
Electrical . . . . .	9
Mechanical . . . . .	28
Mining . . . . .	2
Sanitary . . . . .	1
Farm Workers . . . . .	18
Geologists . . . . .	7
Laboratory Technicians . . . . .	7
Labourers . . . . .	172
Librarians . . . . .	1
Machinists . . . . .	11
Mechanics . . . . .	9
Miners . . . . .	6
Musicians . . . . .	1
Nurses . . . . .	20
Oil Technicians . . . . .	18

Painters - Decorators . . . . .	14
Photographers . . . . .	1
Physiotherapists . . . . .	8
Plasterers . . . . .	2
Plumbers . . . . .	10
Police . . . . .	11
Printers . . . . .	8
Radiologists . . . . .	5
Radio-Radar Mechanics . . . . .	4
Salesmen . . . . .	28
Sheet Metal Workers . . . . .	2
Steel Workers . . . . .	1
Stenographers . . . . .	33
Students . . . . .	3
Teachers . . . . .	98
Telephonists . . . . .	3
Welders . . . . .	14

### SURVEYS AND REPRESENTATIONS

In September the Immigration Branch was represented at a Federal-Provincial conference on immigration held in Ottawa. Other provinces represented were Nova Scotia, New Brunswick, Ontario and Manitoba. Immigration policies and viewpoints were discussed with particular emphasis on the absorptive capacity of the various provinces concerning immigration in its relation to the current demand and supply of labour. Unemployment problems formed an important part of the agenda, while particular attention was given to Alberta's programme for the re-establishment of unemployed in the coal mining areas.

Alberta House was continually informed of the labour situation throughout the Province by surveys prepared by the Immigration Branch and by monthly labour reports compiled by National Employment Service offices in Edmonton, Calgary, Lethbridge, Medicine Hat and Red Deer.

Close contact was maintained in 1954 with all agencies concerned with immigration particularly with the Department of Citizenship and Immigration, and colonization departments of the railways. Close liaison was also maintained with all professional organizations and associations in the placement of immigrants in professional categories.

### SELECTION AND SCREENING

During the year the Immigration Branch received a number of Federal immigration teams prior to their departure for European postings. The information received by these teams from the Immigration Branch concerning the economy of the Province was circulated throughout the capitals of Western Europe as well as in the British Isles.

It was emphasized at all times to Federal immigration authorities and to Alberta House that only certain professions and certain skills could be accommodated in Alberta and positions requiring semi-skilled and unskilled workers could be filled by the surplus labour force within the Province.

The rigid selection and screening procedure exercised by Alberta House prevented the admission of problem cases to Alberta. Those immigrants who have become unemployed and difficult to place have come to Alberta under auspices other than those of the Alberta Government.

Until the employment picture improves across Canada, Alberta will continue with its present policy of curtailed immigration.

## PUBLICITY BUREAU

Throughout the year under review, the Publicity Bureau continued to promote the economic, industrial and scenic attributes of Alberta by means of booklets, the preparation of feature articles for newspapers and magazines, and the use of displays and other proven media.

In 1954 the Bureau published 342,305 booklets relative to Alberta and distributed a huge volume of tourist and informational material. The number of requests for literature was considerably reduced from the previous year, but interest in winter sports facilities continued strong.

### STAFF CHANGES

Miss Dale Smith, one of the writers with the Bureau, resigned during the year. Miss Jean Barefoot, transferred from the Alberta Travel Bureau, is now secretary to the Director of Publicity.

### CLIPPING SERVICE

During 1954, work of the Clipping Service was expanded to satisfy the increasing demands of all government departments. Changes in government organization also increased activity.

There are 680 main subject classifications covered and these contain a total of approximately 34,500 news items. More than 100 periodicals, daily, weekly and monthly, are scanned.

Aside from files retained in the office, similar information is distributed to Alberta House, London, England; Provincial Mental Hospital, Fonoka; Alberta Safety Council; the Provincial Statistician, and the Alberta Government Office at Ottawa.

### INFORMATION SERVICES

The information supplement was issued regularly during the year to the 61 Members of the Legislative Assembly, 17 Alberta MP's, 15 Deputy Ministers and numerous correspondents in widely separated parts of the world.

The number of letters requesting official information about Alberta continued to increase. In addition to other Canadian Provinces, a substantial volume of enquires was received from England, Australia, New Zealand and the United States.

### TECHNICAL PUBLICATIONS

In response to requests, articles on Alberta's economic development were prepared for a number of magazines during the year. More than 15 special articles were written, and eight encyclopedia sections on Alberta were revised. The majority of publications wishing articles prepared for them stressed industrial development during 1954; with interest in oil information somewhat decreased.

### INDUSTRIAL ADVERTISING

The advantages Alberta holds for new business and industry continued to be stressed in industrial advertising campaigns. Cities represented on the Industrial Development Board continued to co-operate with the Department in the sponsorship of special advertising in The Financial Post.

A new direct-mail campaign was initiated for the Industrial Development Branch during the year. Six separate mailing pieces are involved in the campaign, which is directed at a special mailing list of Canadian and American leaders of business and industry.

The first item mailed in the campaign was a post card, inviting the recipient to return it with his correct address and any specific requests for information. The second is a folder, to hold the file of Alberta industrial information that will be accumulated by those on the mailing list. Other pieces are three booklets, "New Industrial Horizons," "They Chose Alberta," and "What's In It For You," and a complete set of Alberta statistical records in a folder.

A mailing list of 3,100 business men and industrialists is used for the distribution of pertinent industrial development literature. "The Alberta Newsletter," a quarterly publication of the Industrial Development Branch, is prepared by the Publicity Bureau and distributed to this list.

#### INDUSTRIAL AND HISTORICAL SIGNS

Six historical signs and five industrial signs were erected during the year. The historical signs were placed on the outskirts of Edmonton to mark the Calgary Trail, on the outskirts of Calgary to mark the Edmonton Trail, near Ponoka at the site of Fort Ostell, at Cardston to memorialize the settlement of the district by members of the Church of Latter Day Saints, and at the Frank Slide.

Industrial signs were placed at Wetaskiwin, Fort Saskatchewan, Drumheller, Taber, and the St. Mary Dam.

The sign program is under the direction of the Publicity Bureau but full co-operation is received from the Department of Highways, which prepares the sites, and the Department of Public Works, which prepares and maintains the signs. A representative of the Alberta Travel Bureau selects the sites and acts as a intermediary between the Department of Economic Affairs and the other departments.

#### TOURIST PROMOTION AND ADVERTISING

The Publicity Bureau worked with the Travel Bureau during the year in advertising and promoting Alberta tourist travel. Annual summer tourist promotion and tourist courtesy campaigns were continued, with special emphasis placed on the use of selected American media. A start was made on distributing a planned series of articles on Alberta tourist attractions to American travel editors and encouraging results received.

Principal display prepared during the year was that made for Alberta Day at the Canadian National Exhibition at Toronto. This display was made up at Edmonton and shipped to the C. N. E. for assembly. The Public Relations Department of Imperial Oil Limited assisted greatly in making this display successful by providing a model oil drilling rig.

Travel printing during the year included 400,000 post cards showing a R. C. M. P. sergeant in dress uniform, 200,000 folders illustrated by a R. C. M. P. officer and an Indian, 25,000 Alberta-British Columbia road maps, 100,000 Alberta road-maps, 6,000 summer travel posters, 100,000 post cards carrying "Greetings from Alberta," and 100,000 Holiday Guides. The Ski Booklet was revised and 5,000 copies printed.

Two new tourist signs were set up at strategic American highway locations during the year. Both are designed to attract American tourists to visit Alberta. One sign was placed on the Columbia River Highway north of Portland, Oregon, and the other north of Bellingham, Washington, on the main route from British Columbia.

Five thousand six-page calendars, showing to advantage six color transparencies of Alberta scenes, were produced and distributed outside the Province.

The Canadian Rockies Tourist Association newsletter continued to be produced monthly during the year. This publication, which is distributed to 600 representatives of the Alberta travel industry, has been accepted as the leading Canadian provincial publication of its type on tourism.

#### DISPLAYS

A display was placed monthly in the show case in the rotunda of the Legislative Buildings and rotated to the show window of the Provincial Building. The displays recently have featured the services and operations of various departments of the Alberta Government. During 1955, the show window in the Provincial Building will be replaced by a window kindly provided through the co-operation of the Royal Bank of Canada branch at Jasper Avenue and 105 Street.

A special display was prepared for summer use in the Calgary Tourist Bureau and a float made for use in the Edmonton section of the Grey Cup Parade at Toronto in November. This float received many compliments and made a fine representation for Alberta in the parade.

Miss Lillian Clapp, of the Film and Photographic Branch, is in charge of designing and arranging the various displays.

#### DEPARTMENTAL ADVERTISING

The Bureau provided a full advertising service to all government departments during the year. The main advertising project undertaken during the year for the Alberta Government as a whole was a special Government Services campaign. This campaign, which utilizes the weekly papers of the Province, provides the citizens of Alberta with a series of factual summaries of the services offered by various departments and branches. The 1955 Government Office calendars were produced again during 1954. Distribution amounted to 2,500 jumbo-type (12 months to a page) for all Government office use, as well as 3,170 jumbo-type and 3,000 miniature-type for the Provincial Treasury Branches.

#### MASTER FARM FAMILY AWARDS

One of the major fall activities is the reporting of the Master Farm Family Awards. All award winners were interviewed, stories prepared, captions for pictures written and a total of 150 releases of these stories were made. The resultant publicity amounted to nearly 1,200 lines and between 50 and 60 illustrations. All Provincial newspapers and radio stations are keenly interested in this program and offer their full co-operation.

#### ALBERTA LITERATURE

The Publicity Bureau published 342,307 booklets on various topics during 1954. Requests for literature numbered 3,294, a considerable reduction from 1953.

The following is a summary of booklets, pamphlets and other published material, not described in detail previously:

Within Our Borders: The press run of this publication was 19,500 at the end of the year, a slight decrease from 1953. Continuous attempts are made to maintain the mailing list at its maximum effectiveness. During the year, 1,502 new addresses were added to the mailing list while 647 changes of address were made.



An Economic View of Alberta: This useful booklet was completely revised during 1954 and 5,000 copies printed.

Alberta at a Glance: This valuable compendium of general information on Alberta was revised again this year and 5,405 copies printed. The U. K. edition of this booklet was also completely revised for the first time in several years and 10,000 copies printed.

Alberta Historical Review: This quarterly is the official publication of the Historical Society of Alberta. The Department of Economic Affairs pays the costs of production on the first 400 copies, with the Historical Society paying the costs on additional copies. The quarterly has been received with enthusiasm and presently has a circulation of 750. During the year, illustrations and a two-color cover were added to enhance the publication's appearance.

Public Works Booklet: 2,000 copies of a new booklet describing the organization and work of the Department of Public Works were printed.

#### MISCELLANEOUS

The Publicity Bureau co-operated with Calgary Power Limited in a publicity campaign on rural electrification progress. A set of mats, providing pictures of all members of the Alberta Cabinet, was sent to each weekly newspaper in the Province, in answer to representations made by the Alberta Division of the Canadian Weekly Newspaper Association. Throughout the year, 39 news releases were prepared.

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#### PUBLIC RELATIONS OFFICE

During the past year nine international conventions, nine more of a national nature and seven more which were western Canadian in scope were held in Alberta. This shows an increase over former years, due to increased hotel accommodation within the Province, as well as to Alberta's growing popularity as a convention venue.

The Public Relations Officer personally attended the majority of these conventions in an official capacity, and at others arranged for the distribution of Alberta literature and the showing of films about the Province.

In this connection it may be of interest to note that the Branch has already received requests for literature and assistance in arranging conventions to be held in Alberta during 1955 and 1956. Several of these entail large registrations.

The Public Relations Office was responsible for some twenty dinners and luncheons for various organizations and officials visiting the Province in 1954.

Attendance at conventions, meetings, dinners, luncheons and other functions with which the Office was associated during 1954 totalled more than ten thousand people.

During the past year, the Province generally took an active interest in two athletic events of national importance. Early in the year, Edmonton was the host city for the Macdonald Brier Curling Championships, and in November Edmonton competed successfully for the Grey Cup in Toronto. The Public Relations Officer assisted at both these events as a Provincial representative.

Alberta was visited by a large number of officials and dignitaries from other countries of the world during 1954, and arrangements for their visits were handled by this Office. Notable among others were the touring football team from England, the lawn-bowlers from the British Isles, Viscount and Lady Swinton, His Grace the Archbishop of Canterbury and Mrs. Fisher, members of the German Consulate and the Italian Consul.

Early in 1954 an information telephone was established in connection with the Public Relations Office providing information on behalf of all departments of Government. This service has proven very popular with the public at large.

\* \* \* \* \*

#### RENTAL CONTROL BOARD

During the period under review the activities of the board have decreased considerably under previous years. This has been particularly noticeable since the Government's announcement that the board would cease to operate after March 31st, 1955.

While in the latter months of the year landlords have, in the main, been content to wait until after that date, tenants have exhibited marked concern over the removal of controls and the bulk of board members' time has been taken up from this source.

At the end of April, Mr. S. B. Ferris, chairman of the board, resigned and the board continued to operate with two members, Mr. H. A. Webster in Calgary and Mr. Edward Brown in Edmonton.

The staff of four members has been retained in Calgary while in Edmonton it was reduced to five in March, four in May, three in July, and to one, Mr. E. Brown in December, with the part-time services of a stenographer from the Immigration Branch.

With very few exceptions, marked co-operation has been shown between landlords and tenants throughout the year. This attitude has been appreciated by board members.

During the year under review the Edmonton and Calgary offices received a combined total of 13,325 enquiries regarding rental matters. This total included 4,213 enquiries in person, 8,341 telephone and 771 by mail. Outgoing mail totalled 1,294 pieces.

The Board appraisers made seventy-four appraisals and inspections, travelling over 1,230 miles in this connection.

Rental agreements in the number of 163 were filed with the board by landlords and tenants.

One hundred and twenty-four applications for hearings were filed with the board by landlords. Thirty-six of these cases were withdrawn following discussions between the parties concerned and board members. In all, 104 hearings were held, including a carry-over from 1953. These included forty-three for "Possession" and sixty-one for rental adjustments.

When dealing with "Possession" cases, whether for the owner's own occupancy or dealing with obnoxious tenants, both board members attended the hearings in Calgary and Edmonton.

The board was successful in making twenty-two successful arbitrations; twenty-six certificates for "Possession" were granted and ten applications were dismissed.

Following rental hearings forty-nine increases were granted, five were unchanged and in the other cases satisfactory arrangements were made between landlords and tenants.

There was a carry-over of three cases into 1955.

Besides the hearings held in Calgary and Edmonton, Mr. H. A. Webster held meetings in Medicine Hat and Lethbridge. Cases in other points in Alberta were handled by correspondence.

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### SOUTHERN AREA OFFICE

The year 1954 was an active and fruitful one in the Southern Area Office located in Calgary.

Tourist, Cultural Activities, Rental Control Board, and Personnel interviewing and selection have been the chief occupation of the office during the year. More than 1,784 office interviews on all subjects were recorded, and in addition the Rental Control Board records show 2,990 telephone calls from the public seeking information on various phases of Rental Control regulations.

A total of 19,556 car miles were travelled by the Staff of the Southern Area Office on departmental business during the past year.

Eighteen film showings in cities and rural areas were given during the year at which a total attendance of 1,080 was reported. In addition 25 films were loaned to organizations for their own showing to 1,000 people.

A total of 2,334 pieces of outgoing mail, excluding maps and publicity material for the travel bureau, were despatched during the year, while 2,124 pieces of incoming mail were handled in the same period.

### IMMIGRATION

Immigration to Southern Alberta showed a decided decrease over 1953. We screened 57 new applications and recorded 99 arrivals. Employment placement 80; accommodation 89; interviews 119. These interviews include 20 Europeans.

### CULTURAL ACTIVITIES

Two art circuits were organized this year, the 10th Art Display in Southern Alberta, and the 2nd Silk Screen Exhibition in East Central Alberta. Both exhibitions are being well received and comments satisfactory.

Twenty-nine libraries were visited and, where necessary, administrative assistance was rendered. All appear to be in satisfactory condition and show an increase in membership, new books and local interest.

There were 18 film showings held during the year with a total of 1,080 in attendance. Films were loaned on 25 occasions, having another 1,000 people in attendance. Most popular films proved to be "Skyline Trails" and "Gift of the Glaciers".

### TRAVEL BUREAU

Travel literature distribution began early in the year and there appeared to be a decided demand, particularly from the U.S.A., for more literature. As our supply of Provincial Highway Maps was limited, it was necessary to cut to a minimum our allotments. Our supplies of other literature appeared adequate to meet the demand.

We distributed approximately 300,000 pieces, representing 8,375 individual packages and 233 cartons.

In order to ascertain what demands there could be for our literature, a survey of 16 Central and Western States was completed this year. Literature was sent to 6,227 new contacts such as hotels, motels, travel agencies and motor associations. It is too early to predict what the returns will be but to date we have received 600 more new names for our mailing list. Through this survey 30,352 Alberta Folders, 296 Maps and 296 Holiday Guides were distributed.

#### TRAVEL SHOWS

D. D. Dall attended the Minneapolis Sportsmen's Show, April 16th to 25th inclusive, as a Provincial Government representative and worked in conjunction with P. N. T. A. representatives from Montana, North Dakota and Wyoming, supplying information and literature on Alberta.

#### TECHNICAL INFORMATION SERVICE

The Southern Area Office continued to co-operate with the Alberta Research Council by providing office space and stenographic help where necessary in the operation of their Technical Information Service.

#### RENTAL CONTROL BOARD

Rental Control Board activities are the subject of a separate report. The following figures, however, are supplied covering Rental Control activities through the Southern Area Office:

Total personal visits	1,059
Total telephone calls	2,990
Total outgoing mail pieces	742
Total incoming mail pieces	378
Total rental hearings	62
Total hearings held in Calgary	51
Total inspections and appraisals	46
Total agreements filed	94

Total hearings held at following points outside Calgary:

Lethbridge - 5                      Medicine Hat - 6

The Board Room of the Alberta Office Building, Calgary, was reserved 194 times in 1954.

A total of 286 interviews to applicants for employment in the Government service were given on behalf of the Director of Personnel.

Various investigations were carried out at the request of Edmonton and Alberta House dealing with missing persons, estates, et cetera.

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#### TRAVEL BUREAU

##### GENERAL

Achievements on the administrative level will probably mark 1954 as a banner year for the travel industry. A program of close co-operation between the British Columbia and Alberta Travel Bureaus was successfully launched. A tour of travel counsellors from the B. C. Bureau was conducted into Alberta and the travel counsellor of the Alberta Bureau escorted by B. C. Travel Bureau personnel through the southern portion of that province as far west as Vancouver and north into the Cariboo district.

During October members of the staffs of both bureaus met in a two day conference at Cranbrook to exchange ideas, discuss methods of operation and lay plans for a co-operative tourist traffic promotion campaign in 1955.

During June, for the first time in Alberta, in co-operation with the Edmonton branch of the Canadian Restaurant Association, the Alberta Travel Bureau and the Department of Education organized a course of instruction for food servers. During a three week period six separate classes were conducted. They were attended by approximately 500 restaurant employees and managers but, only waitresses wrote the examinations which concluded each class. Out of 150 who wrote the examinations, 143 qualified for certificates of merit awarded by the Edmonton branch of the association. The courses were conducted by Mrs. R. E. Denny of the Institute of Technology and Art, Calgary, and her salary was paid by the Department of Education but the Department of Economic Affairs paid her expenses. Those who attended the course were given credit for the time spent and paid as if they had been on-duty in their respective restaurants.

### STATISTICS

Preliminary estimates on the number of visitors to Alberta and the amount spent in 1954 indicate that, while there was a slight decrease in the number of visitors, there was an encouraging increase in the amount of money they spent. Furthermore, this was in spite of the fact that a revision of the preliminary figures for 1953 revealed totals considerably higher than those reported in the last annual report of this bureau.

These totals are compiled from reports of the Dominion Bureau of Statistics on the number of persons entering Alberta customs ports at the border, motorists registered at national parks gates including those at Radium Hot Springs and the west gate of Yoho National Park, and preliminary reports on the number of persons arriving in Alberta by train, bus and aircraft.

No records are available to indicate the number of tourists who visited Alberta by way of the Saskatchewan boundary or the Crowsnest Pass and such traffic is not included in the totals unless it passed into the national parks.

The statistics so compiled reveal that 1,543,746 visitors to Alberta spent an estimated \$38,866,305.00 during 1953. The preliminary estimates for 1954 indicate that 1,602,982 visitors spent \$42,021,387.00. These statistics indicate that while the number of visitors decreased approximately 2 1/2% revenue from them increased approximately 8%.

Attendance at national parks especially from traffic entering Alberta from the west was reduced considerably by the condition of the highway between Radium Hot Springs and Eisenhower Junction where excessive frost heaving made it necessary to break up long stretches of the pavement and, in fact, virtually to re-pave the entire highway. Washouts and slides between Banff and Lake Louise interfered somewhat with traffic from Banff to the Columbia Ice-field and Jasper, and the condition of the road between Edmonton and Jasper, especially in the neighborhood of Obed, interfered considerably with the traffic into the Jasper east gate. Owing to the fact that 1954 was one of the rainiest years on record these difficulties were unavoidable and it is worthy of note that the complaints from tourists were fewer than in ordinary seasons.

### ACCOMMODATION

Tourist accommodation continued to increase in volume and quality during 1954. A total of 223 tourist camps (motels) was licensed as compared with 209 in 1953. Improvement in the quality of this type of accommodation is indicated by the fact that in 1953 there were 977 Grade "A"

cabins as compared with 1,226 in 1954. Other totals for 1954 (with 1953 figures in brackets) were: Grade "B" 197 (193); Grade "C" 238 (209); Grade "D" 509 (570). It is encouraging to note that the lower grades of cabins are decreasing in number while the higher grades are increasing. These totals do not include motels in the national parks.

The demand for house trailer or "mobile home" accommodation continued to increase during 1954 and some accommodation operators who cater to the trailer business expanded their space.

Hotel accommodation continued to increase in volume and to improve in standards.

### CATERING

Catering services continued to improve in quality during the year and twelve Alberta restaurants were given listings in the AAA Tour Book. These listings were in addition to many hotels which operate dining rooms and which also qualified for AAA listings.

### ROADSIDE SERVICES

Retail fuel outlets showed a slight increase in 1954 but exact figures were not available at the date of this writing. Bulk distributors stated, however, that the increase was noted particularly in outlying districts. In 1953 the total number of retail fuel outlets at service stations and in garages was 3,003. Field supervisors report an improvement in restroom facilities and cleanliness during the year especially on the main tourist highways but they emphasized that much improvement is still to be desired in some city service stations and also in those in outlying districts where operators have not been sufficiently educated to realize that their restroom facilities have become almost as important to increasing their sales as good service at the pumps. Comments from tourists indicate that pump men at service stations in many places throughout Alberta must be alerted to a keener sense of courtesy and service. We have had numerous complaints that windshields and other glass including lights and windows are never washed.

### ADVERTISING

The advertising budget for 1954 remained almost the same as that for '53 but changes were made in the selection of publications especially in the United States where several newspapers were dropped. National Geographic magazine was included in the list this year and brought remarkable results. Effort was concentrated mostly in the Pacific northwest states where Sunset magazine outstripped all others in returns from coupon advertising.

Ski magazines and newspapers were used during January and February and also during December to create interest in Alberta's much improved ski facilities. The results were very encouraging. This advertising is gradually dispelling the erroneous opinion throughout the United States that the national parks in Alberta are closed during the winter.

The Tourist Service and Courtesy Week campaign was conducted from about May 1 until July 1 employing all radio stations and daily newspapers together with a selected list of rural newspapers located strategically along tourist highways. The continued effort to improve cleanliness, courtesy and service to our visitors is having a noticeable effect but much remains to be done, especially along newly paved highways and in outlying districts.

FORT MACLEOD BUREAU

All records for registrations were again broken at the Fort Macleod Information Bureau which was operated in co-operation with the Canadian Rockies Tourist Association.

Registrations in 1954 totalled 43,025 as compared with 34,359 in 1953. Of the 1954 registrations 24,287 were from the United States, 10,238 were from Alberta, 8,326 were from other Canadian provinces and 174 were from foreign countries other than the United States. The peak of registrations occurred in July with a total of 16,368 and August followed a close second with 12,596.

In 1954 1,186 teletype reservations were made as compared with 937 in 1953; long distance phone reservations in 1954 totalled 566 as compared with 572 in 1953 giving a total of 1,752 reservations in 1954 as compared with 1,509 in 1953. Reservation service was discontinued on October 15 but the bureau remained open until November 5 and rendered excellent service to visiting hunters by issuing hunting licenses and also export permits for game -- a service which previously had not been rendered at the bureau.

LITERATURE DISTRIBUTION

During the year distribution of literature was as follows: Alberta Tour booklet 58,971; Holiday Guide 77,754; Road Map 139,188; ABC Map Folder 21,650; Folder 105,270; Invitation Postcard 125,347; Greetings Postcard 1,500; Fishing in Alberta 3,264; Alberta At a Glance 18,865; Miscellaneous 85,610; making a grand total of 637,419 pieces of literature distributed by the bureau in 1954. In addition 500 sets of picture posters were obtained. Each set contains twelve lithographed photographs of Alberta scenes on cards which may be used in windows or offices to publicize Alberta. During the year 400 sets of these posters were distributed.

INQUIRIES

Another record was broken in the number of inquiries received. During 1954 the total reached exactly 21,000 as compared with 13,914 in 1953. An increase of 7,086.

TOURIST CAMPS

An increasing interest in the construction of new tourist camps was evident in 1954 by the fact that the director interviewed 181 parties all of whom asked for information about starting tourist camps or sought to consult with him about problems of operation.

TRAVEL SHOWS

During the year travel shows in Toronto, San Francisco, Los Angeles and Minneapolis were attended by members of the Travel Bureau staff. The first at Toronto was entered independently by the Alberta Government Travel Bureau where a display erected by the publicity branch had been installed. The other shows were attended in co-operation with the Pacific Northwest Tourist Association.

CONFERENCES

The travel bureau was represented by Ralph R. Moore at the annual conference of the Canadian Tourist Association and by Mr. Moore and the director at the convention of the Auto Courts and Resorts Association of British Columbia in Vancouver. Valuable contacts were established and maintained at each of these conferences. This was especially true of the conference in Vancouver which proved very valuable because of meetings which were also held with Hon. R. Chetwynd, minister of trade and industry for B. C., his deputy Mr. T. Sturgess and the

(37)

of the B. C. Travel Bureau, Mr. Ernest Evans, in connection with plans for the co-operative effort between the B. C. and Alberta Travel Bureaus.

#### INTER-PROVINCIAL CONFERENCE

As a result of conversations at the Federal-Provincial Tourist Conference in Ottawa, Mr. Moore called a conference of representatives from Manitoba, Saskatchewan, Alberta and British Columbia to discuss ways and means of standardizing the inspection and classification of tourist accommodation and of using a standard system of designating such accommodation throughout all of Western Canada. This meeting was scheduled for January 11, 12 and 13, 1955.



## APPENDIX

NINTH ANNUAL REPORT  
of  
THE GEOGRAPHIC BOARD OF ALBERTA

Appointed by Order in Council 254-46 dated February 6, 1946, and further regulated by The Geographical Names Act, 1949.

MEMBERS  
of the  
GEOGRAPHIC BOARD OF ALBERTA 1954

Professor Morden H. Long, M.A., F.R.S.C., Chairman.  
Mrs. Edith H. Gostick, Provincial Librarian, Secretary.  
Mr. Carl W. Lester, D.L.S., A.L.S., Director of Surveys.  
Mr. John H. Hollaway, M.Sc.  
Mr. Duncan R. Innes, M.A.

The Reports of the Board for the years, 1946 to 1953 are contained in the Second to the Ninth Annual Reports of the Department of Economic Affairs of the Province of Alberta.

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The Honourable A. J. Hooke,  
Minister of Economic Affairs,  
Edmonton, Alberta.

Dear Sir:

We beg to submit for your consideration the report of the Geographic Board of Alberta for the year 1954.

Respectfully submitted,

Edith H. Gostick,  
Secretary.

Morden H. Long,  
Chairman.

# REPORT OF THE GEOGRAPHIC BOARD OF ALBERTA FOR THE YEAR 1954

## Nature of the Board's Duties

The duties of the Board were fully described in its Annual Report for the year 1951. Briefly, they include the gathering, recording and collating of information regarding geographical names in Alberta; consultation with, and advice to, governmental departments, municipalities, railway companies, and other bodies and persons concerned with the selection of place names; and collaboration with the Canadian Board on Geographical Names with respect to the choice of new geographical names, the elimination of alternative and duplicate names, and desirable changes in the spelling of names. The following is a brief account of the Board's performance of these duties during the year 1954.

## Special Names

During the year 1954 the Alberta Board, in co-operation with the Canadian Board on Geographical Names, has continued to pursue the policy of perpetuating the memory of men who have been prominent in the history of this part of Canada by naming after them various topographical features within the Province. The following names were thus conferred.

3880	SNARING 83 E/1 ALBERTA			
(A.S.E.)		Twp.	Rge.	Mer.
	Mount Henday . . . . .	48	3	6
	(In honour of the late Anthony Henday)			

This mountain is approximately 21 miles N. W. of Jasper.

Henday, Anthony: (fl. 1748-1755) fur-trader, was a native of the Isle of Wight, England. Having been outlawed in 1748 for smuggling, he entered in 1750 the service of the Hudson's Bay Company, and was sent out to York Factory. In 1754-55 he made a famous journey inland, in the course of which he visited the French post of Fasquia on the Saskatchewan, and spent the winter among the Blackfoot Indians, of whose customs he left us our first account. His journal has been published, with introduction and notes by L. J. Burpee under the title of York Factory to the Blackfeet Country.

"Dict. of Can. Biog. Vol. I"

It would seem that Henday was the first white man to set foot in what is now Alberta, to visit the Blackfeet Indians, and to gaze on the distant peaks of the Canadian Rockies.

		Twp.	Rge.	Mer.
	Mount Rowand . . . . .	48	3	6
	(In honour of the late John Rowand)			

This mountain is approximately 21 miles N. W. of Jasper.

Rowand, John: (1787-1854) fur-trader, was born in Montreal, Canada, in 1787 the son of an assistant surgeon in the Montreal General Hospital. He entered the service of the North West Company as an apprentice clerk, and was stationed in 1804 and 1805 at Fort des Prairies, and in 1806 on the lower Red River. In 1807 he returned to the Saskatchewan; and in 1808 he built a fort on the site of what is now the city of Edmonton. Here he remained, with brief intervals, for most of the rest of his life. He was made a partner of the North West Company shortly before the union of 1821; and in 1821 he became a chief trader in the Hudson's Bay Company. In 1823 he was placed in charge at Fort Edmonton, and in 1826 he was promoted to the rank of chief factor. He died at Fort Pitt on the Saskatchewan June 1, 1854. He married an Indian girl who saved his life when he was thrown from his horse on the prairies in his early days in the West; and by her he had several children.

"Encyclopedia of Canada, Vol. V"

(2)

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Mount Strange . . . . .	<u>49</u>	<u>3</u>	<u>6</u>

(In honour of the late General T. Bland Strange)

This mountain is approximately 21 miles N. W. of Jasper.

Strange, Thomas Bland: (1831-1925), soldier, was born at Meerut, India, on September 15, '83', the second son of Colonel H. F. Strange and Letitia, daughter of Major N. Bland. He was educated at the Edinburgh Academy and at the Royal Military Academy, Woolwich; and he obtained a commission in the Royal Artillery. He served in the Indian Mutiny, and was present at the siege and capture of Lucknow. In 1871, he was appointed inspector of artillery in Canada; in 1882 he was placed on the reserve of officers, with the rank of major-general; and in 1885 he commanded the Alberta Field Force in the second North West rebellion, and was in command at the engagement of Frenchman's Butte. During his later years he lived in England. He died on July 9, 1925.

"Dict. of Can. Biog. Vol. II"

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Mount Oliver . . . . .	<u>47</u>	<u>3</u>	<u>6</u>

(In honour of the late Honourable Frank Oliver)

This mountain is approximately 21 miles N. W. of Jasper.

Oliver, Frank: (1853-1933), Minister of the Interior for Canada (1905-11), was born in Peel county, Ontario, in 1853, the son of Allan Bowsfield. As a young man, he adopted his mother's maiden name, and went west in 1873 to Winnipeg, and in 1876 to Edmonton, where he founded the Edmonton Bulletin in 1880. Of this journal he remained the proprietor until 1923. He was elected to the North West Council in 1883 and to the Legislative Assembly of the North West Territories; and he represented first Alberta, and then Edmonton, in the Canadian House of Commons from 1896 to 1917. From 1905 to 1911 he was Minister of the Interior in the Laurier administration. From 1923 to 1928 he was a member of the Board of Railway Commissioners for Canada. He died at Ottawa on March 31, 1933. In 1881 he married Harriet, daughter of Thomas Dunlop, of Prairie Grove, Manitoba; and by her he had one son and four daughters. In 1930 he was made an LL.D. of the University of Alberta.

"Dict. of Can. Biog. Vol. II"

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Mount Rutherford . . . . .	<u>48</u>	<u>3</u>	<u>6</u>

(In honour of the late Alexander Cameron Rutherford)

This mountain is approximately 21 miles N. W. of Jasper.

Rutherford, Alexander Cameron: (1858-1941), Premier of Alberta (1905-10), was born at Osgoode, Carleton county, Canada West, on February 2, 1858. He was educated at McGill University (B.A. and B.C.L., 1881; LL.D., 1932), and was called to the bar of Ontario in 1885, and to that of the North West Territories in 1895 (K.C., 1910). From 1902 to 1905 he represented Strathcona in the legislature of the North West Territories; and from 1905, on the creation of Alberta, to 1913 he represented Strathcona in the legislature of Alberta. He was called upon to form the first administration in the province; and from 1905 to 1910 he was Premier, Provincial Treasurer, and Minister of Education. On his defeat in the elections of 1913, he retired to private life. He died at Edmonton, Alberta, on June 11, 1941.

"Dict. of Can. Biog. Vol. II"

He was first master of Acacia Lodge No. 11 A.F.A.M. Edmonton, which was formed in 1897.

(3)

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Mount Haultain . . . . .	48	2	6
(In honour of the late Sir Frederick Haultain)			

This mountain is approximately 21 miles N. W. of Jasper.

Haultain, Sir Frederick William: (1857-1942), Chief Justice of the Court of Appeal, Saskatchewan (1917-38), was born at Woolwich, England, on November 25, 1857, the son of Lieut.-Col. F. W. Haultain, R. A. He was educated at the University of Toronto (B. A., 1879; LL. D., 1915), and was called to the bar of Ontario in 1882, and of Saskatchewan in 1884 (K. C., 1902). He sat in the legislature of the North West Territories for Macleod from 1888 to 1905, and was president of the executive council from 1897 to 1905. When the province of Saskatchewan was formed in 1905, he was elected to represent South Qu'Appelle in the Legislative Council, and from 1905 to 1912 he was leader of the Provincial Rights party. In 1912 he was appointed Chief Justice of the Superior Court of Saskatchewan, and in 1917 of the Court of Appeal. He retired from the bench in 1938; and he died at Montreal, Quebec, on January 30, 1942. In 1916 he was created a K. B.

"Dict. of Can. Biog. Vol. I"

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Harvey Lake . . . . .	48	3	6
(In honour of the late Horace Harvey)			

This lake is approximately 21 miles N. W. of Jasper.

Harvey, Hon. Horace: judge; b. Twp. Malahide, Elgin county, Ont., 1 Oct. 1863; s. William and Sophronia H; e high schs., Aylmer and Orangeville, Ont; coll. inst., St. Thomas, Ont; Univ. of Toronto, B. A. 1886, LL. B. 1888, hon. LL. D.; Univ. of Alberta, hon. LL. D.; m Nora Louise, d Eli Falmer, Toronto, Ont., 21 July 1893; one s Alan Burnside; Chief Justice of Alberta, since 1910; called to Bar of Ont., 1889; and of N. W. T., 1893; practised his prof. in Toronto until 1893; removed to Calgary in that yr., remaining in practice there until 1896; apptd. registrar, land titles, S. Alberta, Dec., 1896; depy. atty.-gen., N. W. T., 1900; a puisne judge of Supreme Court, N. W. T., 27 June 1904; do., Alta., Sept. 1907; apptd. Chief Justice, do., 1910; on re-organ. of the courts became Chief Justice in trial divn., 1921; apptd. Chief Justice appellate divn., 1924; was a mem., Roy. Comn. to investigate the matter of the Gt. Waterways Rly., 1910; chrmn., bd. of govs., Univ. of Alberta, since 1917.

"The Canadian Who's Who 1936-1937"

During his long and distinguished career, Chief Justice Harvey received many honors. In 1936 he received the honorary degree of doctor of laws from his alma mater, the University of Toronto. He received a similar honor from the University of Alberta.

In 1930 he received the highest honor within the power of the United States Bar Association when he was made a member of the Ancient Order of the Coif at the annual convention of that body in Chicago. The order dates back to early English law history.

Each university law faculty in the U. S. may elect one honorary member only each year to the order. Chief Justice Harvey was elected by the law school of Yale University. In the same year, the Chief Justice also was made an honorary life member of the United States Bar Association. Seldom are such honors conferred on members of foreign judiciaries.

In 1932 the Chief Justice was appointed as a commissioner heading a court of inquiry which investigated circumstances surrounding the sinking of the schooner Gypsum Queen off the coast of Ireland by a German submarine in 1917. He went overseas in connection with the inquiry.

When the provincial municipal finances commission was appointed in 1920 and functioned for three years, Chief Justice Harvey acted as chairman.

On numerous occasions during his long tenure of office, the Chief Justice acted as administrator during the absence from the province or the illness of lieutenant-governors.

During the war years, the Chief Justice acted as chairman of the mobilization or national war services board for Alberta. The board was responsible for administering the National Mobilization Act.

He died at Edmonton, on September 9, 1949.

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Mount Griesbach . . . . .	47	3	6
(In honour of the late Senator W. A. Griesbach)			

This mountain is approximately 21 miles N. W. of Jasper.

Griesbach, Major Gen., The Hon. William Antrobus, C. B., C. M. G., D. S. O., V. D., K. C. (Edmonton). Born at Fort Qu'Appelle, Saskatchewan, Jan. 3, 1878. Son of the late Lt.-Col. Arthur Henry Griesbach, R. C. M. P. Ed. at St. John's College, Winnipeg, Man. Served in Can. Mounted Rifles South African war. Queen's Medal and four clasps. Called to the bar 1901. Served as alderman 1905 and 1906, and mayor 1907, City of Edmonton. Contested Edmonton for Legis. Ass. unsuccessfully in 1905 and 1913. Commissioned Lieutenant in 19th Alberta Dragoons 1906. Promoted Captain 1908. Major 1910. Contested Edmonton for H. of C. unsuccessfully in 1911. Volunteered for service in Can. Ex. Force in Aug. 1914, and went to England as major second in command First Can. Div. Cavalry Squadron (19th Alberta Dragoons). Returned to Canada Dec. 1914, promoted Lieut. - Col. to raise and command the 49th Battalion (infantry). Arrived in France with 49th Batt. Oct. 1915 and served with same until promoted Brig.-Gen. to command First Can. Inf. Brigade, C. E. F. February 12th, 1917. For services in the war received D. S. O. and bar, C. M. G. and C. B., six times mentioned in despatches. Elected to H. of C. for West Edmonton in 1917. Was created a K. C., in 1918. Summoned to the Senate Sept. 1921. Promoted Major General November 1921. Conservative.

"Canadian Parliamentary Guide 1932"

In 1938 he was a member of the Canadian delegation that attended the British Commonwealth Relations' congress in Australia.

He was appointed to the newly-created post of Inspector-General for the Canadian army in Western Canada in June 1940; but retired on March 31st, 1943, for health reasons.

He died on January 21st, 1945.

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Mount Thornton . . . . .	48	3	6
(In honour of the late Sir Henry Thornton)			

This mountain is approximately 21 miles N. W. of Jasper.

Thornton, Sir Henry Worth: (1871-1933), president of the Canadian National Railways (1922-32), was born at Logansport, Indiana, in the United States, on November 6, 1871. He was educated at the University of Pennsylvania, and entered the engineering department of the Pennsylvania Railroad in 1894. In 1911 he was appointed general superintendent of the Long Island Railroad; and in 1914 he went to England as general manager of the Great Eastern Railway. In 1917 his services were commandeered by the British government, and he became assistant director-general of movements and railways in France, with the temporary rank of colonel. In 1919 he was appointed inspector-general of transportation, with the rank of major-general; and he retained this position until 1922, when he was appointed president of the Canadian National Railways. He resigned from this position, because of adverse criticism in 1932; and he died at New York on March 14, 1933. He was created a K. B. E. in 1919.

"Encyclopedia of Canada Vol. VI"

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Mount Tory . . . . .	49	3	6
(In honour of the late Henry Marshall Tory)			

This mountain is approximately 21 miles N. W. of Jasper.

Tory, Henry Marshall: Born in Guysborough County, Nova Scotia, on January 11, 1864. He worked his way through such local schools as were available, and by private study prepared himself to enter McGill University in 1886. He won almost every academic honour, including his M. A., B. D., and Doctorate in Science, and spent twenty-two years at McGill, first as student and lecturer, then as Professor of Mathematics and Physics. He became successively, from 1905 on, founder of McGill College in British Columbia, later to become the University of British Columbia, founder and first President of the University of Alberta, founder and President of Khaki University during World War I; President of the National Research Council; and at his death was President of Carleton College, Ottawa, an institution he had been largely instrumental in establishing a few years earlier. He had served on eight national and international Royal Commissions and had been honoured by nine Canadian universities. He had been president of the Association of Canadian Clubs, the League of Nations Society in Canada, the Royal Society of Canada, and many other voluntary organizations. He died on February 6, 1947.

"Abstracted from the biography Henry Marshall Tory  
by E. A. Corbett"

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Mount Knight . . . . .	47 & 48	3	6
(In honour of the late Richard H. Knight)			

This mountain is approximately 21 miles N. W. of Jasper.

Knight, Richard H: Born at Bruce Mines, in Algoma county, Ontario. He was a student at Toronto University from which he graduated in 1909 after taking courses in the school of practical science. Taking up surveying, he was given employment by the dominion government on work in the west. In 1904 he came to Edmonton and joined A. Driscoll, forming the firm which has since been known as Driscoll and Knight, surveyors and engineers. About 1913 he returned to Ottawa and joined the surveyor general's department. He remained with that branch until he was appointed to the post of superintendent of Jasper Park. He died at Jasper Park on Oct. 16, 1931.

"Edmonton Journal October 16, 1931"

0295 WATERTON LAKES PARK AREA OF 82 G H ALBERTA

	Latitude	Longitude
Buchanan Ridge . . . . .	49° 02'	114° 00'
(In honour of the late Senator William A. Buchanan)		

This ridge is located approximately 8 miles S. W. of Waterton Park P. O.

Buchanan, Hon. William Asbury, LL.D: editor; publisher; senator; b. Fraserville, Ont., 2 July 1876; s. Rev. William and Mary (Pendrie) B.; e. Pub. Schs. and Coll. Insts., Ont.; Univ. of Alta., Hon. LL.D.; m. Alma Maud, d. late E.B. Freeman, Freeman, Ont., 29 Sept. 1903; children: Donald W., Hugh P.; Publisher & Editor, Lethbridge Herald; Past Pres., Candn. Press and el. Hon. Pres., 1949-50; Past Dir., Candn. Daily Newspapers Assn.; formerly Pres., Alta. and B.C. Press Assn.; mem., Candn. Newspaper del. to Gt. Brit. and War Front in Belgium and France, 1918; mem., Candn. del. to Imp. Press Conf. in London, Eng., 1930; formerly Quarter-Master and Hon. Capt. Elgin Rifles, Candn. Mil., St. Thomas, Ont.; former Secy., Ont. Hocky Assn.; 1st el. to Alta. Leg. for Lethbridge at g.e. 1909; sworn of the Extve. Council and appt. Min. without Portfolio; resigned a few months later because of difference over Alta. and Great Waterways Rly. contract; resigned his seat in Alta. Leg. to contest Medicine Hat for H. of C. at g.e. 1911 in which he was elected; re-el. g.e. 1917, for new constituency of Lethbridge; summoned to Senate of Can. 1925; Past Pres., Alta. Lib. Assn.; Dir., St. John Ambulance Assn.; Dir., Boy Scouts Assn.; Dir., Woods Christian Home, Calgary; Vice-Pres. and mem. Ed. Comte., Candn. Geog. Soc.; Hon. Pres., Lethbridge Bd. of Trade; Liberal.

"The Canadian Who's Who 1952-1954"

He died in Lethbridge on July 11, 1954, after a lengthy illness.

3713 LESSER SLAVE LAKE 83 0 ALBERTA

	Twp.	Rge.	Mer.
Berry Lake . . . . .	80	5	5
(In honour of Matt Berry, Edmonton)			

This lake is approximately 45 miles N. of Slave Lake Village.

Berry, Matt: Born in 1888 in March township, near Ottawa. Serving with the infantry in the Great War until 1917, he was transferred to the Royal Flying Corps. He became an instructor at Deseronto and Camp Borden. After the war he served for two years with the Soldier Settlement board, quitting to come west to Alberta. For several years he lived the hard, active life of a rancher at Rimbey. In 1928 he turned from that to commercial aviation choosing for his domain the lonely and adventurous air trails of the far north. Named 1936 winner of the McKee Trophy as the Canadian who during that year contributed most to aviation.

"Edmonton Journal March 8, 1937"

	Twp.	Rge.	Mer.
Brintnell Lake . . . . .	78 & 79	5	5
(In honour of Leigh Brintnell, Edmonton)			

This lake is approximately 34 miles N. of Slave Lake Village.

Brintnell, W. Leigh: aviator, business man; b. Belleville, Ont.; e. Coll. Inst., Kingston, Ont.; Business Coll.; m. Carolyn Mitchell, Charleston, W. Va.; President, Arctic Airlines Limited; Dir., Akaitcho Yellowknife Gold Mines Ltd.; served as Pilot and Instr., R.A.F., 1916-18; Pilot, Ont. Prov. Air Service, 1924-27; Co-Organ. with Oaks and late Fred. Stevenson, Western Can. Airways, Winnipeg, Man., 1927; Mgr., do., 1928-31; sometime Pres., Aircraft Repair Ltd. and Northwestern Industries Ltd.; has made some remarkable



flights, particularly into the Great Bear Lake and Mackenzie River Dist. and further north to Aklavik in the Candn. Arctic.

"The Canadian Who's Who 1949-1951"

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Calder Lake . . . . .	79	5	5
(In honour of the late Paul B. Calder, Edmonton)			

This lake is approximately 40 miles N. of Slave Lake Village.

Calder, Paul B: Born at Bridgetown, Nova Scotia, on June 9, 1899. He came to Alberta with his parents at an early age. His father resides on a farm near the University of Alberta. He was educated in Edmonton public and high schools. Received his flying training with the Royal Air Force during the first Great War. The war ended, returned to Edmonton, but soon left again and joined the R. C. A. F. Remained with the dominion service until 1928, when he joined the Western Canadian Airways, now the Western division of Canadian Airways Ltd. He became photographic pilot for the organization. Organization of the western air mail service brought him a post as pilot, flying all routes of the service between Winnipeg and Edmonton. With the close of the air mail service, he was transferred to the northern Alberta service, flying passenger and freight to Great Bear lake out of Fort McMurray, Fort Rae and Edmonton. He took part in a photographic survey of the Peace River outlet for the Canadian Pacific Railway. He was killed in a flying accident on January 31, 1933.

"Edmonton Journal February 6, 1933"

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Farrell Lake . . . . .	80	5	5
(In honour of Conway Farrell, D. F. C., formerly of Edmonton)			

This lake is approximately 47 miles N. of Slave Lake Village.

Farrell, Conway: Served with the Royal Flying Corps during the First Great War and was awarded the D. F. C. Following the First Great War became a member of the well-known group of northern pilots which included "Wop" May, "Punch" Dickens, John Bythel, Archie McMullen, Walter Gilbert, Leigh Brintnell, Vic Horner. During the second Great War he was the air officer commanding the Northwest Staging Route of the R. C. A. F. when the route was first opened between Edmonton and Whitehorse. Later he was placed in command of the R. C. A. F. station on the Pacific Coast. He succeeded the late W. R. "Wop" May as manager of the Canadian Pacific Airlines repair depot at Currie Barracks, Calgary.

"Edmonton Journal September 25, 1952"

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
McConachie Lake	79	5	5
(In honour of Grant W. McConachie, Edmonton)			

This lake is approximately 37 miles N. of Slave Lake Village.

McConachie, Grant William George: transportation executive; b. Hamilton, Ont., 24 Apl. 1909; s. William Grant and Elizabeth (Schnabel) M.; e. Elem. Schs., Edmonton, Alta.; Univ. of Alta.; m. Margaret, d. William MacLean, Charlottetown, P. E. I., 6 July 1935; children; William, Donald; President, Canadian Pacific Air Lines Ltd., since 1947; began career as Chief Pilot with Independent Airways Ltd., 1930; became Pres. and Gen. Mgr. 1931; Pres. and Gen. Mgr., United Air Transport Ltd., 1934-37; Yukon S. Air Transport Ltd., 1937-41; Gen. Mgr. Candn. Pac. Air Lines (W. Lines), 1942-46; apptd. Asst. to the Pres., 1946; served with Candn. Mil., N. F. A. M. as Lieut., 49th Batty., 1928-37; Provisional Pilot

Offr., R. C. A. F., 1928-29: winner of McKee Trans.-Can. Trophy, 1945 (for long and outstanding service in the field of aviation); Past Pres., Air Indust. & Transport Assn. (1952); Vice-Pres., Vancouver Bd. of Trade (1953); mem., Montreal Bd. Trade; Edmonton Chamber of Comm.; Candn. Geog. Soc.

"The Canadian Who's Who 1952-1954"

	Twp.	Rge.	Mer.
McMillan Lake . . . . .	78	3 & 4	5
(In honour of Stan McMillan, Edmonton)			

This lake is approximately 33 miles N. E. of Slave Lake Village.

McMillan, Stanley Ransome: Born in Dryden, Ontario, and later came with his parents to live in Edmonton. He received his education in the schools of Edmonton and was attending the University of Alberta when he decided to become a flyer. He joined the R. C. A. F. and learned to fly in 1927. In September, 1929, the McAlpine expedition with two aeroplanes disappeared on a flight from Baker Lake to Bathurst Inlet, Stan McMillan and G. A. Thompson being the pilots. With inaccurate maps and a storm raging, the two-plane expedition had been blown northward far off course and finally landed out of gas near Melbourne Island in the Arctic Ocean. They built a house of frozen mud, conserved their rations and hoped. Wandering Eskimos came along and said they would have to wait for freeze-up before crossing the 60-mile channel to the nearest settlement, Cambridge Bay. For nearly two months they lived on the frozen hummocks of that Arctic Island. Finally the passage froze and the party got across to Cambridge Bay. Word of their safe arrival flashed to the world on November 4th. Pilot McMillan continued to blaze trails with Dominion Explorers, Commercial Airways and Canadian Airways. He followed Dickins' first flight far down the Mackenzie and was second man to land at Aklavik. For two years he pioneered in northern B. C. and Yukon - Carcross - Whitehorse - Atlin - Dawson. Then in 1933 he joined MacKenzie Air Service. Since then he has been flying mail, passengers and express all over the north. He has flown exploratory expeditions far into the mysterious Nahanni Mountains; he has ventured eastward along the Arctic coast; he has become a still-youthful veteran of northern skies.

"Excerpts from Canadian Aviation April 1939"

	Twp.	Rge.	Mer.
McMullen Lake . . . . .	79	1	5
(In honour of Archie McMullen, Edmonton)			

This lake is approximately 40 miles N. E. of Smith.

McMullen, Archie: Born at Gilbert Plains, Manitoba, in 1906. Came to Alberta at an early age and received all his education in the Province. Started flying in 1927. Flew first Air Mail out of Fort McMurray on December 10, 1929. Remained in the North as a pilot until the outbreak of World War II. He joined the Aircraft Repair as Test Pilot in 1940, where he remained until 1945 when he went to San Diego, California, to fly for Consolidated Mining and Smelting Company for a year or more. He returned to Edmonton and joined the C. P. A. as Transport Captain.

"Personal Interview"

(9)

	Twp.	Rge.	Mer.
Randall Lake . . . . .	80 & 81	7	5

(In honour of Capt. Robert Cheetham Randall,  
formerly of Edmonton)

This lake is approximately 48 miles N. of Slave Lake Village.

Randall, Robert Cheetham: One of the most experienced pilots flying for Canadian Pacific Airlines, Captain Randall was born and educated in Saskatoon. He started his commercial flying career with the Saskatoon Flying Club, and during 1929 flew for Cherry Red Airlines and Bibley Air Service before going to Brooks Airways in 1931. In 1934 he joined Northern Airways, and in 1937 flew for the MacKenzie Air Service in Edmonton. He later joined United Air Services which, with a number of other Northern Airlines, amalgamated to become Canadian Pacific Airlines in 1942. In May 1942, Captain Randall was loaned to the Canol Project where he served over a year as Manager of Flight Operations. He then returned to C. P. A. and resumed his flying with the company. Today Captain Randall flies the company's giant DC-6B aircraft from Vancouver to Australia.

"C. P. A. Personnel Department, Vancouver B. C."

	Twp.	Rge.	Mer.
Sawle Lake . . . . .	80	6	5

(In honour of the late North Sawle, formerly of Edmonton)

This lake is approximately 47 miles N. of Slave Lake Village.

Sawle, Clarence North: Born at Athabasca Landing (now Athabasca). Educated at Westmount and Victoria High Schools as well as the University of Alberta. He learned to fly with the Northern Alberta Aero Club at the age of 17. He obtained his private pilot's license in 1931 and commercial ticket in 1932. During 1933 he freighted fish at White Court and Lesser Slave Lake. In 1934 he joined United Air Transport Air Service Limited as a mechanic. In 1935 he was a pilot with Mackenzie Air Service and in 1936 returned as a pilot to United Air Transport. In 1937 he joined Canadian Airways Limited as a pilot, was made Chief pilot in 1939. He was appointed divisional assistant superintendent in 1940. In 1942 he was transferred to Vancouver to fly for Yukon Southern Air Transport, then a division of CPA and in 1946 was named superintendent of pilot training at Winnipeg. In 1948 he was posted to the new Pacific division engaged in the work of setting up international operations to Australia and New Zealand. In 1949, as chief of Pacific services, he took a special navigation course at Vancouver preparatory to trans-Pacific flying. He was killed on March 2, 1953, in India while testing a Jet airliner for CPA.

"Edmonton Journal March 3, 1953"

It may be noted that the careers of the men whose services are commemorated by the Special Names listed above cover two hundred years of the history of what is now the Province of Alberta and that they were of a striking variety; explorers and fur traders, soldiers, judges, an educationalist, a railroad magnate, journalists and statesmen, and bush pilots who in recent decades have written an epic in the skies of northern Canada. The honoring of these men met with widespread approval which was voiced in the press of the Province. Thus, speaking of the bush pilots, the Edmonton Journal of June 14, 1954, editorially declared: "A gracious and appropriate gesture by the Geographic Board of Alberta is the naming of nine lakes in the Lesser Slave Lake district after pioneer northern bush pilots. -- These nine fliers have played a great part in exploring the Canadian North and opening it for settlement and development. It is altogether fitting that some of its innumerable lakes - so often used for landing fields in the early days - should bear their names forever."

Other NamesBrook

Cameron  
Galwey

National Topographic Sheet  
Map Number

3836  
3836

Butte

Little Elk (Buttes)  
Mokowan

3892 E (A. S. E.)  
3836

Coulee

Chin  
Rocky

3836  
3836

Creek

Bartsch  
Berrys  
Boulder

3709 (A. S. E.)  
3887 (A. S. E.)  
3708 (A. S. E.), 3709 (A. S. E.),  
3713

Burke  
Cabin  
Coalmine Lick  
Craig  
Crawford  
Crazy Man  
Cripple  
Deep

3836  
3713  
3708 (A. S. E.)  
3836  
3711 (A. S. E.)  
3709 (A. S. E.)  
3836  
3693, 3709 (A. S. E.),  
3710 (A. S. E.)

Devil  
Drowned Horse  
Drywood  
Five Mile  
Florida  
Golden  
Gunns  
Jerry  
Little Prairie  
Lost Hope  
Lyndon  
McGowan  
McKinley  
McLeans  
Meadow  
Mission  
Mitsue  
Muddylake  
Muddypound  
Nicholls  
Nine Mile  
Noon  
Olsen  
Osi  
Pinepound  
Pipe  
Redbeaver  
Shadow  
Silverleaf  
Snipe  
Steep  
Stoney  
Stony

3711 (A. S. E.)  
3693, 3836  
3836  
3836  
3713  
3708 (A. S. E.)  
3709 (A. S. E.), 3710 (A. S. E.)  
3713  
3711 (A. S. E.)  
3711 (A. S. E.)  
3836  
3708 (A. S. E.), 3711 (A. S. E.)  
3711 (A. S. E.)  
3709 (A. S. E.)  
3836  
3713  
3713  
3836  
3836  
3709 (A. S. E.)  
3836  
3709 (A. S. E.)  
3836  
3902  
3836  
3711 (A. S. E.)  
3713  
3709 (A. S. E.)  
3708 (A. S. E.)  
3902  
3708 (A. S. E.)  
3713  
3709 (A. S. E.)

Creek (Cont'd)National Topographic Sheet  
Map Number

Tennessee	3836
Tomato	3693
West	3711 (A. S. E.)
West Golden	3708 (A. S. E.)
White Earth	3817

Hill

Archie	3890 H (A. S. E.)
Arty	3891 A (A. S. E.)
Badger	3852 D (A. S. E.)
Buffalo	3890 H (A. S. E.)
Chap	3890 H (A. S. E.)
Coyote	3891 A (A. S. E.)
Crude	3890 H (A. S. E.)
Gun	3890 H (A. S. E.)
Gunner	3892 G (A. S. E.)
Highland Heights (Hills)	3892 H (A. S. E.)
Horsehoe	3890 H (A. S. E.)
Infantry	3892 F (A. S. E.)
Patricia	3892 G (A. S. E.)
Rom	3890 H (A. S. E.)
Sawridge	3713
Signal	3892 G (A. S. E.)
Steep	3890 H (A. S. E.)
Survey	3890 H (A. S. E.)
Well	3890 H (A. S. E.)
Wild Turnip	3836

Island

Caribou (Islands)	1226
English	1197
Macleod	3836
Stony (Islands)	1226

Lake

Bayard	3902
Bellrose	3711 (A. S. E.)
Buffalo	3891 A (A. S. E.)
Cache	3817
Chin (Lakes)	3836
Corner	3817
Croker (Lakes)	3709 (A. S. E.)
Crosscut	3817
Dakin	3817
Dancing	3693
Davidson	3710 (A. S. E.)
Dollar (Lakes)	3710 (A. S. E.)
Elk Butte	3892 E (A. S. E.)
Fernand	3817
Florida	3713
Foster	3713
Gardiner (Lakes)	3902
Gilmore	3710 (A. S. E.)
Halfway	3709 (A. S. E.), 3817
Hollow	3817
Hunts	3713
Lemiseau	3693
Lily	3713
Little Beaver	3817
Lone Fine	3817

<u>Lake (Cont'd)</u>	<u>National Topographic Sheet</u> <u>Map Number</u>
Long	3693
McBride	3836
Michael	3902
Mickel	3817
Muskeg (Lakes)	3709 (A. S. E.)
Mystery	3887 (A. S. E.)
Nicot	3817
Nipisi	3713
North Buck	2112 .
North Wabasca	3693
Otauwau	3713
Pastecho	3713
Sakayo	3817
Saturday	3817
Sherring	3817
Skukum	3817
South Wabasca	3693
Stronach	3817
Taber	3836
Tit Willow	3892 F (A. S. E.)
Tremblay	3817
Valley	3817
Victor	3817
Yagraw	3817
<u>Mountain</u>	
Bistre	3880 (A. S. E.)
Blue	3711 (A. S. E.)
Brush	3708 (A. S. E.)
Cumnock	3880 (A. S. E.)
Greenock	3880 (A. S. E.)
Hawk	3880 (A. S. E.)
Marten	3713
Pelican	3693
Roche à Bosche	3880 (A. S. E.)
Roche à Perdrix	3887
<u>Point</u>	
(Point) Brule	1197
Cut Bank	3713
Dog Head	1197
Iron	3693
Whitesand	1226
Willow	1197
<u>Post Office</u>	
Aetna	3836
Bad Heart	3713
Cranford	3836
Hill Spring	3836
Kimball	3836
Meander River	2016
New Fish Creek	3710 (A. S. E.)
North Kotzman	3817
Spring Coulee	3836
Stand Off	3836
Wabasca	3693
Whiskey Gap	3836
Woolford	3836

<u>Reservoir</u>	<u>National Topographic Sheet</u> <u>Map Number</u>
Horsefly Lake	3836
Milk River Ridge	3836
St. Mary	3836
<u>Ridge</u>	
Lakeview	3836
Rifle	3892 (A. S. E.)
<u>River</u>	
Castle	3836
Crooked	3693
Gold	3693
La Petite Rivière Jaillante	3693
Muskeg	3693
Namur	3902
North Milk	3836
Pastecho	3713
Frairie	1197
Saulteaux	3713
Wabasca	3693
<u>Settlement</u>	
Danube	3817
Habay	2016
Hay Camp	1226
Little Smoky	3709 (A. S. E.)
Meander River	2016
Old Fort	1197
Quatre Fourches	1197
Felican (Settlement)	3693
Sweathouse Creek	3708 (A. S. E.)
Wabiskaw (Settlement)	3693
Wolyn	3817
<u>Station</u>	
Decrene	3713
Hay Lakes	2809
Jefferson	3836
Mekastoe	3836
Omaktai	3836
Overlea	3713
Raley	3836
Saulteaux	3713
Whitney	3836
<u>Miscellaneous Names</u>	
Fraser - Bay	1197
Saville - Ford	3891 A (A. S. E.)
Miette - Hotsprings	3887 (A. S. E.)
Jasper House - Locality	3887 (A. S. E.)
Hay - Marsh	3892 F (A. S. E.)
Peterson - Pond	3852 D (A. S. E.)
Devil - Rapids	3693
Nobleford - Village	3836

<u>Name Confirmation</u>	<u>National Topographic Sheet</u> <u>Map Number</u>
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Big Eddy Locality	1197
Jackfish Locality	1197
Kenny Woods Locality	1197
Point Brule Locality	1197
Wabasca Post Office	3693

Altered Applications

Dave Henry Creek	3062 2333-79
Fish Creek	3313 (A. S. E.)
Packsaddle Creek	3062 2333-79

NAME CHANGES

National Topographic Sheet  
Map Number

3880 (A. S. E.)	Bistre Mountain	not	Mount Bistre
0295	Buchanan Ridge	not	Cameronian Mountain
		nor	Cameron Mountain
3836	Cameron Brook	not	Cameron Creek
1226	Caribou Islands	not	Caribou Island
3836	Chin Lakes	not	Chin Coulee Lakes
		nor	Chin Coulee Lake
3708 (A. S. E.)	Coalmine Lick Creek	not	Coal Mine Lick Creek
3836	Cranford Post Office	not	Jamieson Station
3709	Crazy Man Creek	not	Crazyman Creek
		nor	Crazy Mans Creek
3880 (A. S. E.)	Cumnock Mountain	not	Mount Cumnock
1197	Dog Head	not	Doghead Point
3836	Drywood Creek	not	Drywood River
		nor	North Fork Drywood River
3817	Fernand Lake	not	Lake Fernand
3836	Five Mile Creek	not	Fivemile Creek
1197	Fraser Bay	not	Lake Fraser
3836	Galwey Brook	not	Galwey Creek
3902	Gardiner Lakes	not	Gardiner Lake
3880 (A. S. E.)	Greenock Mountain	not	Mount Greenock
2016	Habay Settlement	not	Hay Lake Settlement
3880 (A. S. E.)	Hawk Mountain	not	Mount Hawk
2809	Hay Lakes Station	not	Hay Lake Station
3836	Hill Spring Post Office	not	Hillspring Post Office
3892 (A. S. E.)	Little Elk Buttes	not	Little Elk Butte
		nor	Little Elk Hill
3836	Meadow Creek	not	Muddypound Creek
2016	Meander River Settlement	not	Upper Hay River Settlement
3713	Mittsue Creek	not	Mittsue Creek
		nor	Mittsue River
3836	Muddylake Creek	not	Mudlake Creek
3836	Nine Mile Creek	not	Ninemile Creek
2112	North Buck Lake	not	Buck Lake
3836	North Milk River	not	North Branch Milk River
		nor	North Fork River
		nor	Fork Milk River
3693	North Wabasca Lake	not	North Wabiskaw Lake
3713	Pastecho River	not	Pastecho Creek
3693	Pelican Mountain	not	Pelican Mountains
3852D (A.S.E.)	Peterson Pond	not	Peterson Lake
1197	Point Brule	not	Point Brulee
3713	Redbeaver Creek	not	Red Beaver Creek



National Topographic Sheet  
Map Number

3880 (A. S. E.)	Roche à Bosche Mountain	not	Roche A Bosche Mountain
3887 (A. S. E.)	Roche à Perdrix Mountain	not	Roche A Perdrix Mountain
3713	Saulteaux River	not	Saulteux River
3713	Saulteaux Station	not	Saulteux Station
3891 A (A. S. E.)	Saville Ford	not	Seville Ford
3709 (A. S. E.)	Shadow Creek	not	Harvey Creek
3892 G (A. S. E.)	Signal Hill	not	Signal Mount
3693	South Wabasca Lake	not	South Wabiskaw Lake
3890 H (A. S. E.)	Steep Hill	not	Jeep Hill
3693	Wabasca River	not	Wabiskaw River
3708 (A. S. E.)	West Golden Creek	not	West Branch Golden Creek
3817	White Earth Creek	not	White-earth Creek

DELETIONS

<u>Creek</u>	<u>National Topographic Sheet</u> <u>Map Number</u>
Cameron	3836
Coal Mine Lick	3708 (A. S. E.)
Crazyman	3709 (A. S. E.)
Crazy Mans	3709 (A. S. E.)
Fivemile	3836
Galwey	3836
Harvey	3709 (A. S. E.)
Mittsue	3713
Muddypound	3836
Mudlake	3836
Ninemile	3836
Pastecho	3713
Red Beaver	3713
West Branch Golden	3708 (A. S. E.)
White-earth Creek	3817
<u>Hill</u>	
Jeep	3890 H (A. S. E.)
Little Elk	3892 E (A. S. E.)
<u>Lake</u>	
Buck	2112
Chin Coulee	3836
Chin Coulee (Lakes)	3836
(Lake) Fernand	3817
(Lake) Fraser	1197
Gardiner	3902
North Wabiskaw	3693
Peterson	3852 D (A. S. E.)
South Wabiskaw	3693
<u>Mountain</u>	
(Mount) Bistre	3880 (A. S. E.)
(Mount) Cumnock	3880 (A. S. E.)
(Mount) Greenock	3880 (A. S. E.)
(Mount) Hawk	3880 (A. S. E.)
Pelican (Mountains)	3693
Roche A Bosche	3880 (A. S. E.)
Roche A Perdrix	3887 (A. S. E.)
Signal (Mount)	3892 G (A. S. E.)

(16)

<u>Mountain (Cont'd)</u>	<u>National Topographic Sheet</u> <u>Map Number</u>
Cameron	0295
Cameronian	0295
<u>Point</u>	
(Point) Brulee	1197
Doghead	1197
<u>River</u>	
Drywood	3836
Fork Milk	3836
Mittsue	3713
North Branch Milk	3836
North Fork	3836
North Fork Drywood	3836
Saulteux	3713
Wabiskaw	3693
<u>Settlement</u>	
Bouvier	3817
D Igany	3817
Dewar	3817
Hay Lake	2016
Hazel Bluff	3817
Redclay	3817
Sawridge	3713
Upper Hay River	2016
Wabiskaw Lakes	3693
<u>Station</u>	
Hay Lake	2809
Jamieson	3836
Saulteux	3713
<u>Miscellaneous Names</u>	
Little Elk - Butte	3892 E (A. S. E.)
Seville - Ford	3891 A (A. S. E.)
Caribou - Island	1226
Hillspring - Post Office	3836

Annual Meeting of the Canadian Board  
on Geographical Names

The Alberta Board was represented at this meeting by its chairman, Professor M. H. Long, and also by Mr. J. H. Holloway, Chairman of the Public Service Commission, who was in Ottawa at the time in connection with other governmental business. Only items of a routine character from the Province of Alberta were on the agenda of the meeting but the Alberta representatives benefitted from the contacts with members of the national Board from other Provinces and those resident in Ottawa and also from participation in the discussion of questions of nomenclature coming from all parts of Canada.

Resignation of Mr. P. E. Palmer

The resignation of Mr. P. E. Palmer, D.L.S., Director of the Topographical Survey of Canada and since 1949 Chairman of the Canadian Board on Geographical Names, is a matter of personal regret to the members of the Alberta Board. They wish to record their deep appreciation of the courtesy and the cordial cooperation which they have invariably experienced in their relations with him and the pleasure which they have derived from his visits in Edmonton. Their best wishes follow him in the work which he is now undertaking in Burma under the Technical Assistance Programme of the Colombo Plan.

A New Member for Alberta of the Canadian Board on Geographical Names

It is a pleasure to note that Mr. Daniel Istvanffy, M.A., who succeeded Mr. H. P. Brownlee on his retirement from the post of Provincial Statistician has also been appointed as his successor on the Canadian Board on Geographical Names. Mr. Istvanffy, like Mr. Brownlee, has been attending the meetings of the Alberta Board and participating most helpfully in its work.

Historical Survey of School Districts

The Board wishes to acknowledge with sincere appreciation the receipt of information regarding the origin and pronunciation of the names of more than three thousand School Districts within the Province. This is contained in the Historical Survey of School Districts made in recent years by the Department of Education and deposited for preservation and reference in the Provincial Archives. This survey contains much useful historical information in addition to that on nomenclature.

Acknowledgements

As in previous years the grateful acknowledgement of the Board is due to the daily and weekly press and the radio stations of the Province for the generous manner in which they have brought various features of its work to public notice. The Board is also constantly indebted to the Surveys Branch of the Department of Highways for its technical services, to Mr. T. W. Dalkin, Director of Technical Division, Department of Lands and Forests, and to its secretary, Mrs. E. H. Gostick, for the efficient conduct of a steadily growing volume of work.









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